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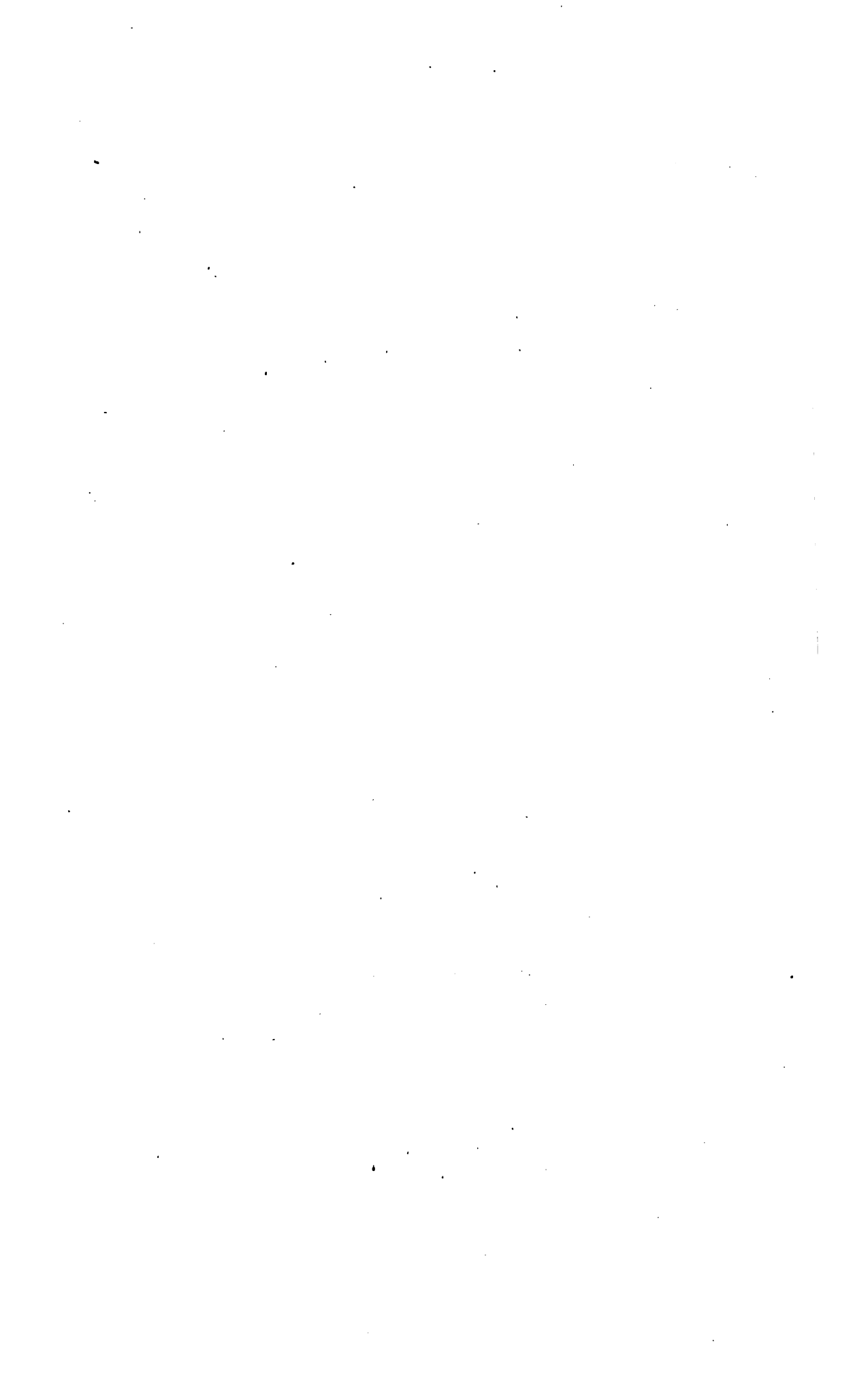
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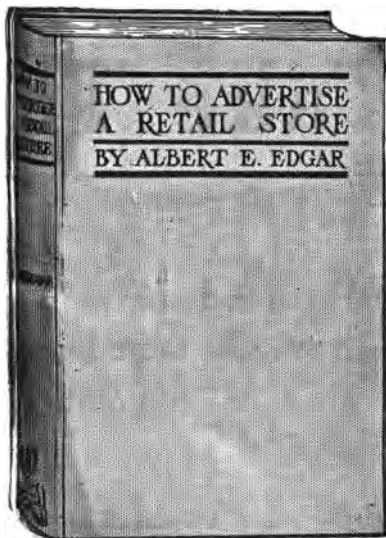
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HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR



This book is written by a merchant-advertising man who sells goods from his own store and knows how to sell them. Mr. Edgar is also a frequent contributor to **BRAINS** and other business periodicals. There are more than 600 illustrations of newspaper ads photographically reproduced from the originals. There are 20 pages of practical, helpful hints on how to lay out advertising copy, also more than 250 selling helps and schemes to attract trade.

Teaches

How to lay out advertising copy,
How much space to use,
How to design an attractive space-saving name-plate,
What a headline should accomplish,
How to get and use proper illustrations,
How to write your advertising introductory,
How to describe an article so as to make sales,
What style and method of pricing you need,
The preparation of effective, free advertising,
How to find and properly use selling points,
The making of store papers, booklets, leaflets, folders, advertising letters, and mailing cards,
The organization of a follow-up system,
The uses of calendars, blotters, post-cards, advertising novelties, package enclosures, and hand-bills,
Proper methods of window advertising,
Correct outdoor advertising,
Spring, fall and other openings advertising,
Two hundred fifty selling helps, guessing and voting contests, drawings, schemes to attract boys and girls, premium schemes,
The sensible advertising of special sales and clearance sales,
The uses of leaders and bargains,
Many novel sales plans,
The promotion of business in a number of specific retail lines—this department alone occupies about 100 pages,
Mail-order advertising and general advertising,
Points about type, borders, ornaments, and cuts,
Nearly 20 pages of practical and helpful hints on how to lay out advertising copy,
How to read proof and technical terms.

Showing how all these things are accomplished by the highly paid ad managers and the cross-roads storekeepers

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A COLLECTION OF SELLING PHRASES,
DESCRIPTIONS, AND ILLUSTRATED
ADVERTISEMENTS AS USED BY
SUCCESSFUL ADVERTISERS

TO FACILITATE THE EXPRESSION
OF IDEAS AND ASSIST IN
THE PREPARATION OF
ATTRACTIVE ADVERTISING

EDITED AND COMPILED BY
WILLIAM BORSODI



PUBLISHED BY
THE ADVERTISERS' CYCLOPEDIA COMPANY
NEW YORK

INTRODUCTION

ADVERTISING is the corner-stone upon which every great business in this modern age must be built.

Every up-to-date merchant recognizes the value of advertising as a business factor—few recognize the *possibilities* that may be realized by its proper use. More than a billion dollars is expended every year in the United States alone for publicity, and yet the science—for it is a science—is “still at the cock-crowing,” as Emerson says of civilization. No business is so small, no field so narrow, but that it may be expanded by intelligent advertising.

In every city may be seen many examples of what advertising has accomplished. The little store fifteen years ago located in some out-of-the-way street has become the large department store on the best corner. The shopkeeper who started ten years ago with \$100 and one clerk now has two hundred employés, and has amassed a fortune. Intelligent and persistent newspaper advertising has accomplished these wonders.

Thousands of brainy men are being paid handsome salaries to devote their talents to the study of this great question. Millions of dollars have been expended in experimenting—in determining the kind of advertising that brought results—that *paid*. The results of all this study and experimenting—the methods that have brought money in your line—are compiled in this book.

Not every merchant can be an *expert* advertiser, but all may be intelligent, profitable ad writers. Individuality in advertising is valuable, but to be able to prepare copy that *brings business* is more valuable. If Mr. Mason of Cairo has found that a certain ad in his newspaper brings him business, you may be practically certain that the same ad—or its essential idea—adapted to your line will bring trade to you, and you will find his ad in this book. *You don't have to be original* to be a successful advertiser.

Preparation of copy for the advertisement is the part that calls for the most experience. The technical knowledge of how to properly “set up” the ad can be supplied by the printer, though it is better if you know something of it. The small ad can be made more valuable if it has an individuality—

something that makes it unlike its neighbors. Next to the wording, this is the most important, and knowledge of the mechanical part of advertising makes this individuality more readily attained.

Scattered through this book are many phrases used in other lines than yours. They have been printed here because in every instance there is some thought or expression that you can make use of. These ads will show you that the best writers invariably make their language fit the article they are talking about—an important feature in ad-writing. Plain merchandise should be described in plain language, and high-grade and high-priced articles require high-grade talk. If you are seeking the patronage of farmers, don't use terms not familiar to the farmer. Study the descriptions or arguments used by others ; study those of your competitors and of firms in other lines of business, and see how you could improve them.

In preparing your ads, treat your subject simply but thoroughly. Do not overcrowd your space—leave something for the next time. While prices are the chief attraction in an ad, yet they must be handled carefully. If you are offering bargains, do not fear to feature the price, but if you are selling a high-grade article at a high price make the description sell it *in spite of the price*.

Don't forget that variety is the spice of advertising. You may advertise the same goods day after day, issue after issue if you will, but do not use the same language or display to do it. Study this book and you will be able to adapt to your use practically every ad that is printed here.

If you have not selected a store name, choose one. Then use it in your advertising until it is familiar to every person in your vicinity.

There is no advertising like newspaper advertising, but the papers must be selected according to the class of people you wish to reach. Your location may make a difference with your choice of mediums. Work along the line of the least resistance; go first after the trade that will come easiest. Many of the people who should trade at your store you cannot reach in any other way than through the newspaper. The paper is run for your benefit as an advertister. Take advantage of it.

Your newspaper can be made your most valuable partner. By its aid you may win success ; without its assistance suc-

cess is doubtful. The money that goes to your newspaper is rarely an expense—it is an investment.

Don't expect that advertising alone will accomplish everything. No matter how attractive your announcement may be, no matter how great bargains you may offer, they must be backed up by good salesmanship and tasty store display. Your salesmen should familiarize themselves with the descriptions used in this book. No salesman can do justice to his position behind the counter unless he considers the personality of the customer and can talk intelligently of what he is selling. Do not try to sell an article unless you know all about it, and also know how to express your knowledge.

Advertising, like any other phase of your business, requires plenty of enthusiasm. Its possibilities are unlimited. If you are not an advertiser—if you are not an enthusiastic advertiser—you are not doing yourself and your business opportunity justice. Your wholesaler and your banker will confirm this.

Above all, it is the faithful, persistent advertiser who wins success. In the words of John Wanamaker: "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

CIGARS AND TOBACCO

Christmas *cigars* for ladies to give the gentlemen. When it comes to buying cigars for gift purposes, we're prepared to meet you on the ground floor with a big collection of popular brands in boxes of all sizes. Ladies need not hesitate in the least from buying here, for we're familiar with the tastes of New Bedford smokers and carry a stock of most selected brands. Prices from 50c to \$5 the box.—*Brown's Drug Store, New Bedford, Mass.*

There is nothing that will please a man better than a box of fine-flavored cigars—or a beautiful pipe. Every man wishes a good pipe and every time he smokes he will thank the giver; the better the cigars or pipe, the greater the thanks. Our stock is carefully selected to please particular men, and ladies can safely trust to our judgment in making selections. Although ladies do not smoke, they enjoy the delicate fragrance of a good cigar. The aroma of our splendid brands is most agreeable to the smoker and to those around him. We carry in stock every variety of pipes from the penny clay to the elaborately carved meerschaum. We save you money if you make your Xmas selections here. Every dollar spent in our store reaches the limit of its purchasing power. Come in and make your selections now. Ladies—watch our advertisement for Friday and Saturday. There will be big bargains.—*The Brunswick Cigar Co., Allentown, Pa.*

Why Uncle Sam is thankful is no puzzle, for he smokes Miles Standish special *cigars*, the best in the country. For an after Thanksgiving dinner smoke they are just the thing, giving that delightful sensation where good digestion waits on appetite.—*R. B. Kook & Co., Fargo, N. D.*

"First come, first served." Such an offer isn't made every day, can't last forever. But to introduce the General Hartranft *cigar*—fine quality and a good smoke every way—it will be sold for a nickel. When you try it you'll say it's worth more. This asks only the trial—you'll do the rest. 25, 50 and 100 boxes for sale at all stores.—*C. E. Blair & Sons, Makers, Harrisburg, Pa.*

Women needn't be timid about giving cigars. There's a brand that can be depended upon to please the smoker, no

matter how particular he may be. Many women want to give cigars for Christmas gifts, but are undecided because they know so little about tobacco. Women are urged to note the significance of the long record of the famous King Oscar cigars, 5c. Fifteen years of steadily increasing popularity—such a service is worthy of confidence. Fifteen years of regular quality, of satisfaction, of keen enjoyment. Sure!—any man will welcome a box of these good nickel cigars.—*Harrisburg, Pa.*

There's real satisfaction is smoking Hyperion Perfectos—the man who has not tried them has missed a real treat. Hyperion Perfectos are made from the very finest quality of Havana tobacco, which is called in the market Vuelta Abajo. The wrapper is Connecticut broad leaf, making the most satisfying combination you could wish for. Why not ask for Hyperion Perfectos to-day and enjoy a really good smoke?—*J. Kilfeather, New Haven, Conn.*

The El Toros now on the market are finer in quality than ever, because of the unusual excellence of this year's crop in Porto Rico, only the best selections of which are used to make the El Toro. Made in a thoroughly modern factory, with facilities and methods unequaled by any other manufacturer. El Toro cigars are unquestionably the finest 5-cent cigars Porto Rico has ever produced. Every El Toro *cigar* is now branded so you can be sure you get the genuine.—*Porto Rican-American Tobacco Co., St. Paul.*

Each leaf of tobacco that enters into the manufacture of this cigar is treated by a process of sweating that reduces the remaining nicotine to a minimum. Result—you can smoke all the Taco cigars you want without experiencing that "sleepy stupor."—*The Tracy & Avery Co., Mansfield, Ohio.*

From a crop of tobacco as fine as any grown in the world, the tobacco is specially blended so as to form a most delicate and delicious smoke. The cigars are handmade in a clean up-to-date factory. Rigby's Dolly Dollars.—*Rigby's, Mansfield, Ohio.*

A delicious blend of Havana tobaccos, silky imported Sumatra wrapper, and expert workmanship make this a most enjoyable cigar and big value for the price.—*F. G. Wilcox, Rome, N. Y.*

CIGARS AND TOBACCO

"Joe" sells the Barrister cigar at less than anyone else does. For good reasons he doesn't advertise the price. Maybe if he did he wouldn't be able to offer you these cigars in the future. But take a tip from Joe, the Cutter, and buy Barrister and Little Barrister cigars in boxes of twenty-five and fifty at a price that will surprise you. Do you understand? For further information call on Joe Graziano, Trenton, N. J.

You ought to knock when you get a poor cigar—and you don't know who made it—how are you going to avoid the other brands of the same manufacture? Don't you see that there is no way to prevent dishonest or incompetent manufacturers from repeatedly imposing on you by offering you unidentified brands of different names?—*American Cigar Co., Atlanta, Ga.*

There are intervals day and night when you feel the need of a short smoke. Between lunch and business. Between office and home. Between trains. Between calls. Between acts. Between courses. Cigars are too long a smoke—and cost too much to throw away. It is just for these little intervals that Prince George Cadets are made. They give you all the delicious flavor and aroma of a choice domestic cigar. They are positively the best little cigar we have ever known at anything like the price.—*United Cigar Store Co., New York, N. Y.*

We're going to take you into our confidence and tell you just how we can afford to sell these Clear Havana cigars for 4c, 5c and 6c each. Heineman Bros., makers, Baltimore, Md., shipped these cigars to a local firm. The case was lost in transit and the Chicago & Alton railroad settled with the shippers. Later the case turned up in the railroad freight house and the C. & A. sold us the cigars to get back some of the money they had to pay the consignor for the loss of the case. The cigars are in perfect condition—couldn't be better if they'd been kept in an air tight vault.—*Jones Dry Goods Co., Kansas City, Mo.*

Whenever you buy a Bristol you get a cigar that is all Havana filler. Reliable in every way. Call for the Bristol and you can't go wrong.—*Walter S. Allen, Bangor, Me.*

You may be a good judge of cigars and still be taken in on a purchase. You can't be blamed for being nipped once, but it's your own fault if you don't profit by the lesson of experience. Why are you perfectly safe in coming to us for your cigars? We handle good cigars. By this we mean not only that we handle

good brands but we keep our cigars in good condition, neither too damp nor too dry. The condition of a cigar has much to do with its smoking properties. We study this and never hear any complaints.—*Mackenzie, Pictou, N. S.*

Well, Mr. Smoker, after you have tried all the cigars on the market, come to one of the Sun's Broadway stores and get a good smoke. You'll wonder why you haven't been here before. We want you to try a Valley Sweet cigar. It will please you immensely.—*The Owl Drug Co., Los Angeles, Cal.*

Try us! We feel confident we can suit your particular taste. Don't labor under the fantastic delusion that because you are smoking a fairly good cigar there is no chance for improvement. We've got cigars to suit all mankind.—*The Nete Cigar Store, St. Joseph, Mo.*

"Concentrated Solace" little symphonettes. From the touch of the match to the last lingering whiff they are exquisitely sweet. The more you know about tobacco the more you will like them.—*Frankle Bros., Youngstown, Ohio.*

If you smoke and desire a Havana-filled cigar and an enjoyable smoke at a price that makes smoking an inexpensive luxury, the Sun's suggest the Santanola Crooks.—*Sun Drug Co., Los Angeles, Cal.*

The reason why we are gaining trade every day is not hard to understand—our cigars have stood the test—our stock is kept perfectly—our method of doing business is right and we are daily adding to our list of appreciative and satisfied customers.—*The Nete Cigar Store, St. Joseph, Mo.*

Sunday's not Sunday without good cigars—You'd be as uneasy as a fish out of water, if you couldn't put your hand on a generous supply of smokers. Might as well have the best, while you're about it. The "Best Cigars" are not expensive when bought here. We have prices on cigars that are peculiar to this store. Here are two splendid brands, either of which will make the day a day of rest and enjoyment for you, if you smoke them.—*Schlotterbeck & Foss Co., Portland, Me.*

Talking about cigars we would say—and stand by our statement—that for a mellow, ripe flavored, palate tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—10 cents the one, \$2 the box of 25—than the Miles Standish. Large assertion with larger proof by thousands of men who have tested the Miles Standish.—*R. B. Kook & Co., Fargo, N. D.*

CIGARS AND TOBACCO

Our cigars are embodiment of all that makes smoking a pleasure. The realization of the smoker's expectations. The perfection of conscientious effort.—*Barnes, Smith & Co., Binghamton, N. Y.*

This cigar is just as good as it can be made. To improve it, it would be necessary to improve on Nature's choicest product in Cuba; to improve on the best manufacturers' scientific methods of curing and blending; and to find better workmen than the life-trained Cubans and Spaniards, who roll these cigars in Tampa.—*United Cigar Stores Co., New York, N. Y.*

Just as well as ordinary ones that are sometimes injurious, if it is a mere matter of economy with you. We sell fine cigars at less than the average poor ones cost. Take these smooth, easy smoking, fine flavored Key West Clear Havana Cigars—El Estivo, made by one of the famed factories of Tampa—and imagine them at a little over 6c apiece!—*Abraham & Straus, Brooklyn, N. Y.*

A little smoke, but one that will save your money. There is a whole lot of satisfaction in a small roll of tobacco when it is blended like the Venus. If we knew of any five center to compare with it we'd ask you to make the comparison. Every dealer who handles good smokes can sell you a Venus—5c.—*Geo. W. Barton's Sons, Owego, N. Y.*

Our pet hobby is to be able to hand over our counters just what every man likes best in smoke. The result is that you can get what you want at our stores, either one at a time or in large quantities, and as they should be—moist, fresh and fragrant.—*Ostrom's Cigar Stores, Binghamton, N. Y.*

A cultured smoke is the Capdevila cigar. A cigar that adds pleasure to the time one appropriates for its smoking—in its unusual quality and flavor—it has an individuality that at once creates an impression of preference.—*Hall, Luhrs & Co., Sacramento, Cal.*

Giving better cigars for the money. The price part is important, but it isn't everything, and in fact it is the easiest part of our duty to the public. Our application to the cigar business of the modern principles of direct-buying direct selling—cutting out intermediate profits and utilizing all the advantages of an enormous outlet—makes the giving of better quality-for-price a simple matter. And the shield stands for that, whenever you see it.—*United Cigar Stores Co., New York, N. Y.*

The kind that makes a man risk burn-

ing his lips to get the last whiff. They are the "come again" sort. Try one and you'll buy more.—*Austin, Nichols & Co., New York.*

Lord Vincent means all that is good in a clear Havana cigar. Smoke one or two of them and note the delicate taste, the sweet and mellow fragrance and you'll not wonder at their popularity.—*Cobb, Bates & Yerza, Taunton, Mass.*

Put that in your pipe and smoke it. What? "Our Own Mixture," the sweet, fragrant smoking tobacco that has been our pride and the trade favorite for fifteen years.—*Sig. Sichel & Co., Portland.*

"New Tariff" cigars mean economy. The smoker of five-cent cigars can now enjoy a quality cigar worth ten cents at the price of his regular smokes. The new commercial treaty between the United States and Cuba did it. The reduction of the duty on Cuban grown tobacco made it possible. Remember "New Tariff" and get a cigar of rich aroma and fragrant bouquet. Smoke one today—to-morrow you will "hanker" for another. The "New Tariff" cigar is the product of a great system that regulates every step from the planting of the seed to the sealing of the box. Above all else the scientific modern methods of this system produce a perfect blend of the special characteristics of each tobacco combined in the cigar.—*Wm. A. Stickney Cigar Co., Kansas, Mo.*

There's luxury in the smoke of a Capdevila cigar; so much flavor—it tastes good down to the last, and then it is such an easy smoker so nicely made.—*Hall, Tuhrs & Co., Sacramento, Cal.*

Scientists have recently proclaimed that the cigarette is the least injurious form in which tobacco may be smoked. However that may be, we have all the new ideas in cigarettes as well as tobacco. A novelty shown in our windows is cigarettes put up in glass tubes—so kept free from air or dust from the instant made until smoked—5 cents apiece. Also have the same cigarettes in 4 inch length without glass tubes for 10 cents apiece.—*Ostrom's Cigar Stores, Binghamton, N. Y.*

When you want a good smoke but haven't time for a long one, buy a Venus, five cents. In this little roll of fragrance, you will find everything for fragrance and nothing to displease. If not acquainted with our Venus, try it.—*Geo. W. Barton's Sons, Owego, N. Y.*

You are the judge of what sort of a smoke suits your taste. But no matter what it is you'll find it here, or if it isn't in stock we'll get it for you.—*Smoke Shop, Waterbury, Conn.*

J. Pierpont Morgan and John D. Rockefeller may pay bigger money for their cigars than the average smoker, but they can't enjoy a better or sweeter smoke than is offered to the man of moderate means in the Bachelor 5c. cigar. He will be content and contentment is better than riches.—*Jno. E. Tyler & Co., Pueblo, Col.*

A man is known by the company he keeps. Men are in good company when smoking our cigars.—*Robey, Kenton, O.*

You will find among these cigars almost every shape and size a "particular" smoker looks for. Value in every smoke.—*Reid, Yeomans & Cubit, New York.*

It's the difference between the ordinary cigar store and ours that stamps ours as being "up-to-now."—*The Nete Cigar Store, St. Joseph, Mo*

Sun's summer for smokers.—While on your vacation we couldn't suggest a cigar that would give more genuine satisfaction than the Cuesta Rey & Co.'s.—*The Sun Drug Co., Los Angeles, Cal.*

The more you know about cigars the better it is for us—the better it is for you. If you are not a judge of cigars you must trust the manufacturer. Here is where reputation comes in play. The Brownie's perfecto cigar is made by a large successful house, whose reputation for producing high grade goods has long been established. No other cigar is enjoyed so universally as this popular brand and its high standard is always maintained.—*Buffalo Cigar Co., Buffalo.*

More men than ever smoke the Roger II cigar. It's a cigar that's always smoked to the finish—it's so mild and delicious that the experienced smoker likes to get "all there is in it."—*The Owl Drug Co., Los Angeles, Cal.*

Little Opera Cigars.—Yes, they're little fellows, about three and three-quarters inches in length, but they're made of 10-cent cigar quality stock. Hand-made, and just the right size for a short smoke.—*Gedney's, East Orange, N. J.*

Be careful that you don't burn your good money for bad cigars. The only way to be sure about it is to buy your cigars, cigarettes and tobacco at this establishment. You'll never get left—You'll always be put right.—*J. P. Sebastian, Logansport, Ill.*

Cigars that make a man risk burning his lips to get the last whiff. That's the kind of cigars we sell. Our patent case keeps them in perfect condition, not too moist—not too dry—just right. We would like to have you try our cigars.—*Andrew R. Cunningham, Detroit, Mich.*

The man who smokes and smokes well and appreciates the best is the man we're after. Try us once—our Broadway stores.—*The Sun Drug Co., Los Angeles, Cal.*

Talking about cigars we would say—and stand by our statement—that for a mellow, ripe flavored, palate tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—5 cents the one—than ours.—*C. E. Bair & Sons, Harrisburg, Pa.*

Little Opera Cigars.—A little cigar, about three and three-quarters inches in length, but the quality is extra fine. Everything about them, the filler, binder, wrapper and workmanship, is 10c quality—the small size only, enabling the working up of small stock, is accountable for their low cost.—*Gedney's, East Orange, N. J.*

"Uncle Oscar."—He's a good one when he gets one of our Uncle Oscar cigars—and got it at a price that he can get a box if he wishes without feeling the expense. Every one admires the fine workmanship, rich flavor and general enjoyable qualities of our "Uncle Oscar" cigars. It is the best five-cent cigar made.—*Hene & Co., Omaha, Neb.*

If you see a gentleman smiling to himself in the cars, going into town about 8 or 9 a.m., you can bet dollars to doughnuts, he has half a dozen of McCaffrey's genuine Porto Rico cigars in his vest pocket—and he's just counting the minutes till he gets to the office to enjoy the same.—*McCaffrey's, Philadelphia, Pa.*

All are satisfied with their smoke. They couldn't have better grounds for contentment. The flavor and odor that come from the finest leaf tobacco are never wanting in our cigars. Old smokers accept our specials as the models by which all smoking quality is measured. Nickels and dimes obtain great consideration here.—*Robey Tobacco Co., Kenton, O.*

Smoke up, fellows! Here are some cigars worth the while, and something good to chew.—*J. T. Cowan, Crowley, La.*

Yes! they are good, is what every man says with each puff of a Bachelor cigar. They are the best for the money that can be procured, and for five cents you can get more enjoyment from this luxurious smoke than from any cigar made. Try a Bachelor cigar and you will never smoke any other.—*Jno. E. Tyler & Co., Pueblo, Col.*

Ladies don't smoke, but you can buy choice cigars in attractive packages for the men folks, for \$1 and upward at *The Browne Pharmacy, New Bedford, Mass.*

An enormous quantity of Sumatra wrapper mixed Havana filler Cigars at less than cost of tobacco. We bought the entire surplus stock of high grade domestic Cigars from a prominent local manufacturer at an enormous concession in price, and now we are enabled to offer two big specials which will startle the cigar smoking populace.—*Siegel Cooper Co., New York, N. Y.*

If you are going out in the air, boating, driving or playing some game, you do not need the finest cigar—in fact, it's a shame to smoke them. A smooth drawing, sweet blend will taste better. It is after dinner that a pure Havana speaks of quality and the refinement of enjoyment itself. Now we have cigars for all at most pleasing little prices in the city.—*Abraham & Straus, Brooklyn.*

When starting for business put a few Bachelors in your cigar case, and one in your mouth. The one you smoke will make you cheerful, those you give away make your friends and patrons sweet tempered.—*Tyler & Co., Pueblo, Col.*

It's no puzzle to pick out the man who smokes our special 5 cent cigar. Signs of nervous prostration are not depicted on his countenance, but rather self-satisfaction and content, for he knows a good thing when he sees it. Our Bachelor 5 center is all right every way; but, if you like something even better, nothing can fill the bill more completely than our Lancaster at 10 cents.—*J. E. Tyler & Co., Pueblo, Col.*

Choice Cigars.—When you want a good smoke, try some of my selected brands.—*E. E. Wright, New Bedford, Mass.*

To Smokers: You know about Martin's Cigar Store on Broadway, don't you? Well, I have bought it, had it remodeled, and am now prepared to supply you with the best line of cigars, tobacco and pipes in the city at the right prices.—*S. H. Williamson, Troy, N. Y.*

True joy—a nice girl and a good cigar—you find the girl, we'll furnish the cigar. If you smoke the Lancaster cigar you'll be happy whether you have the girl or not. There is no better ten-cent cigar made for those who enjoy a really good smoke.—*J. E. Tyler & Co., Pueblo.*

Known Cigars.—You never bought cigars so low as we sell them. We don't sell cigars of unknown quality; every item in this list for to-morrow's selling is a well known popular smoker.—*Jones Dry Goods Co., Kansas City, Mo.*

Webster Cigars.—Best of Key West Cigars, and we sell them to you at wholesale prices. Every good smoker knows

that the Webster cigars are the best Key West cigars in the country. They are fine and silky. They are fragrant and not too strong. There are many sizes, many styles, and of course many prices. Here are a few choice ones, and the prices.—*The Lathrop Co., Hartford, Conn.*

Cigars that are cheap.—The busiest, fastest growing cigar store you'll come across. It's because we sell known cigars at unknown prices.—*Jones Dry Goods Co., Kansas City, Mo.*

Samuel Smiles, Select, Columbia Club and Margaret Deland Cigars.—A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a day dream, a reverie.—*H. F. Brown, Crookstown, Minn.*

The lion and the lily will submit their differences to The Hague. We submit to the smoking public the question of quality of the Bristol cigar. Many brands are as good, but none better.—*Walter S. Allen, Bangor, Me.*

A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a day dream, a reverie.—*H. F. Brown, Crookstown, Minn.*

In domestic cigars I carry a full line of the best brands, at all prices, and can please the most fastidious smoker. No matter what you want in high grade cigars I can suit you. The popularity of my place with the most particular smokers is the best possible evidence that I sell the finest cigars.—*C. T. Fitzpatrick, Montgomery, Ala.*

You will, we are sure, agree with us that a box of cigars as a remembrance is always in good taste. Thackery—you will remember—causes a cigar to be the cementer of friendship. If, therefore, you are thinking of sending something to your friends at Christmas—what can be more acceptable than a box of good cigars? You see if that box contains one hundred cigars your friends will have occasion to think kindly of you one hundred times. (Turkey lasts one day.) May we not send you a few boxes for your inspection on the terms below named?—*Martin Brothers, London, England.*

If you haven't the price of a Jules Verne cigar, go borrow the money, for they satisfy.—*The Denison Grocer Company, Denison, Tex.*

Any port in a storm is what the lover of a good cigar thinks when he has to purchase a poor cigar at a medium price. All he wants is a "tip" of where to get a first-class cigar for the same money that he will pay for an inferior grade. We will give it to you free. Try a Bachelor at 5 cents and you will never smoke any other.—*Jno. E. Tyler & Co., Pueblo, Col.*

Behind the times? Certainly we are—we admit it freely—we are at least thirty years behind the times and we are glad of it—so are our customers. We have from the very beginning stood stock still with both feet planted like an obstinate mule, when we found the so-called progressive dealers and manufacturers sweetening and chemically changing what had originally been given to man as a solace and comfort, an anodyne and a fast friend. Honest tobacco, just as naturally provided, was what our fathers smoked, and whether Connecticut, Virginia or Havana the flavor was pure and typical, satisfying to the expectations and appropriate to the label. We refused to enter this new field and so plead guilty to the indictment with no apology to offer.

Don't you think our cigars, domestic and otherwise, come nearer to your ideal than if we changed and scented an inferior article into some semblance of a higher grade?

Most of our customers think so and therefore are willing to be with us behind the times.—*Jos. Jonas, New York.*

Selected cigars. Success lies in selection—and choice selection means painstaking experience. A simple explanation of the fact that Waldorf-Astoria cigars are favorites with discriminating smokers.—*The Waldorf-Astoria Cigar Co., New York, N. Y.*

Straiton & Storm's Owl cigar. When you want the real genuine Owl—made of selected leaf, mellowed by the tropical suns and blended by the most expert makers—it is usual to deposit the customary fee of five cents on the cigar man's counter for each and every Owl you buy.—*George L. Storm & Co., New York, N. Y.*

The stock of cigars we carry regularly to supply the box trade demand would swamp three or four ordinary cigar stores, so there can be no comparing this with the ordinary cigar "emporium." This is more in the nature of a clearing house, able to distribute vast quantities,

and when vast quantities of cigars or any other merchandise are purchased the cost is so little above actual cost of production that we are practically on a level with the largest manufacturers.—*Macy's, New York, N. Y.*

An enormous quantity of Sumatra wrapper long mixed Havana filler Cigars at less than cost of tobacco. We bought the entire surplus stock of high grade domestic Cigars from a prominent local manufacturer at an enormous concession in price, and now we are enabled to offer two big specials which will startle the cigar smoking populace.—*Siegel Cooper Co., New York, N. Y.*

A clearing sale of choice aromatic cigars seldom comes within the reach of smokers without instantly causing brisk all-day selling in our popular cigar store.—*Siegel Cooper Co., New York, N. Y.*

Just get it out of your head, you particular smoker, that we cannot do just as wonderful things in the cigar line as we do in any other branch of our business. If you are doubtful and think we sell only the cigars that the fair sex innocently give you at Christmas or on your birthday, just try some of this lot and you will recover from your mistake to your own good. They are clear Havana cigars, made by a manufacturer who makes the fine, imported, smooth, soothing smokes, Cuban hand-made, that generally sell for high prices. Dissolving partnership sends us this less than cost.—*Abraham & Straus, Brooklyn, N. Y.*

During the first three months of the present year we thought the Blackstone cigars were as good as they could possibly be made; but we had a large lot of Havana tobacco in Cuba which we have recently imported. We are now blending a large percentage of this in combination with our other choice Havana. These goods are on sale generally, and we are not afraid to put them in competition with any fifteen cent cigar on the market. Warranted clear Havana filler and fine Sumatra wrapper.—*Waitt & Bond, Bangor, Me.*

Ever smoke two cigars at one time? It's the only way to judge cigars. Smoke one you know, and the one you want to compare with it, at the same time. That's the way experts judge tobacco.—*Herbert D. Shivers, Philadelphia, Pa.*

These Porto Rican Brevas are much better than a pipe and more satisfactory than a heavy Havana, as you can smoke more without feeling it injurious to health or pocket.—*Abraham & Straus, Brooklyn, N. Y.*

That these are the best Porto Rican Cigars we have ever seen is good word of their quality. They come from one of the leading factories on the island; the highest grades of Porto Rican leaf are used in them, and they are made as carefully and particularly as the best cigars sent out from the neighboring island—Cuba. They are distinctly different from any Porto Rican cigars we have shown heretofore.—*Macy's, New York, N. Y.*

In supplying the demands of smokers of all tastes and desires, our task has been a heavy one. For years we have made change after change; adding a brand here, cutting out a brand there, and now, we can consistently say we have the most perfect stock of high-grade cigars in the South.—*Sanger Bros., Waco.*

Try this Tobacco Shop for your next Cigar and you will continue trying it, for not only will you get the best smoke, but positively save money. The good smoker and the connoisseur all find the greatest satisfaction in their purchases made in this Little Tobacco Shop.—*Abraham & Straus, Brooklyn, N. Y.*

Half of the enjoyment of your coming holiday depends upon the quality of the cigars you take along. Don't run the risk of getting what you want when you get there. We've something special for every taste.—*The 14th Street Store, New York.*

The favored brand among all good judges of cigars is La Favorencia. Being Cuban hand-made, with a choice Havana filler, wrapped with the finest grade of Havana, they offer an especially sweet smoke. Their quality is always uniform, owing to the skill with which they are rolled, and experience used in selecting the stock.—*Cuban Cigar Co., Inc., Spokane, Wash.*

Cigars like you like 'em. Our cigars are always so fresh and nice it's no wonder our cigar case is so popular. Make it your headquarters and you will get more pleasure out of the money you spend for cigars. Ask us about some of our special favorites.—*The People's Pharmacy, Denison, Texas.*

Go around the world cigar hunting and when you taste a Kook's Templar you'll wonder why you traveled so far from home. For the Kook's Templar is a cigar of quality, despite its low price of 5 cents for one, \$2.00 for a box of fifty. Settle down to solid enjoyment with a Kook's Templar between your lips.—*R. B. Kook & Co., Fargo, N. D.*

It's up to you to try our Genl. Hartmanft cigars—we've done all we could to furnish you fine ones. The tobacco in our cigars is long filler and of the best quality, and the people who roll them thoroughly understand their business. So, as we said before, it's up to you to smoke 'em. If we can succeed in having you make a trial of one cigar, you are very likely to finish the box.—*C. E. Bair & Sons, Makers, Harrisburg, Pa.*

King Oscar cigars will be as good during 1907 as they were in 1906. This is not buncombe, but real fact. Buying tobacco in carload lots means regular quality—means the same good flavor. A good cigar every time you want a good cigar.—*Harrisburg, Pa.*

Uniformity of quality is the one great feature of the Hyperion cigar. Every cigar in each box is as near alike as human hands can make them. We buy our Connecticut broad leaf and Havana tobacco in large quantities far in advance. Even now we are still using 1904 crop which is particularly fine.—*J. P. Kilfeather, New Haven, Conn.*

Six reasons why the Taco cigar is gaining favor with the smokers of Mansfield. Each cigar, after leaving the cigar maker's table, is packed in a cedar box, put under pressure, and must remain in the curing room three months before placing on the market. That's one reason.—*Mansfield, Ohio.*

A good cigar means a Happy New Year and he who smokes the Duke of Albany special hand made Havana filler Sumatra 5c. cigar cannot fail to receive all the happiness it is possible to get out of good tobacco. Now that nineteen-seven has arrived, turn over that new leaf and smoke only the cigar that you know is of the best uniform quality. If you have not tried the Duke of Albany you do not know what you have missed. Made by *Dearstyne Bros., Albany, N. Y.*

The tired man's comforter is a little roll of weed scarce six inches long with the magic name tobacco. Since Raleigh's day the civilized world has shared the Indian's delight. Our modest share in the business of bringing peace is the manufacture and supply of General Hartmanft cigars. From heart to wrapper it's a wholesome, aromatic soother for the man of work, worry and care. Five cents for one.—*C. E. Bair & Sons, Makers, Harrisburg, Pa.*

BEVERAGES

*Oh, the pungent, deep aroma
Of the leaves so lightly bruised,
And the tinkle of the broken ice,
With joy our soul's infused;
And the brown and oily liquor,
So old—so old and dear—
All prove the season's on again—
Mint-julep
Time
Is here.*

—Midas' Magazine.

A budget of grocery, wine, and liquor specials to note.—Careful selection, perfect quality, freshness and every other essential the particular housewife demands are always found in the merchandise we sell here in our grocery store—that's why it's so popular.—*Bloomingdale's, New York.*

Wines and liquors come in for low price emphasis.—This list, planned especially for to-morrow's sale, offers the rarest chance of the season for replenishing buffets.—*Bloomingdale's, New York.*

Imported and domestic—the best productions of the finest distillations in the world. Merit wins. It's a store that has grown—growing—and will continue to grow. When wanting goods that are to be used for the sick or feeble, get them here. Goods are as represented by the label.—*Durkin's, Spokane, Wash.*

During the good old summer time—If you desire a pure and delicious cocktail, you will find our Manhattan and Martini cocktails just the thing. Mixed and ready to serve.—*M. Salzman & Co., Binghamton, N. Y.*

A word about brandies.—For whatever use you want good brandy, this comprehensive stock of ours can supply just the grade desired.—*E. M. Hanrahan, Binghamton, N. Y.*

McCaffrey's preserving brandy will be needed from now on, if you intend putting up any brandied fruits. This we are offering you is as pure and as strong as it is possible to make it, consequently there will be no loss of sleep, worrying whether your fruits are going to keep or not.—*McCaffrey's, Philadelphia, Pa.*

I am often asked: "Is this genuine St. Croix Rum?"—or "Is this genuine Jamaica Rum?" or "genuine whiskey?" Now how could a place like mine exist for 35 years if it did not sell genuine liquors? It is the very purity of our wines and liquors that gives the sick who are obliged to take stimulants, faith in our goods.—*Leon Greenberg, Hartford, Conn.*

Wine and spirit safety for the consumer lies in just one of two things; expert knowledge of the goods themselves (which few possess) or faith in the firm selling them—which all should have. Our wines and spirits are dependable—with selling values based upon the keen knowledge which sixty-three continuous years of experience in handling have brought us.—*Edw. E. Hall & Son, New Haven, Conn.*

For the holidays.—We can provide at exceptionally low prices all the many kinds of liquid refreshments that are needed for the annual reunion and dinner. From the appetizing cocktails down through the wines of all grades and vintages to the luscious cordials which so gracefully aid digestion and bring satisfaction and contentment to the diners.—*John F. Cunningham, Woonsocket, R. I.*

For the table or the sick room our wines and liquors are unsurpassed, because they are pure and wholesome. We buy only the best and consequently sell only the best. Such stock as we bottle ourselves is the finest quality, and has been fully matured in the wood under the most favorable conditions. A trial order for wet goods will convince you that this is the place to buy.—*Flegenhimer Bros., New York.*

BEVERAGES

BEER

Aimed at you.—This advertisement is intended to catch your eye, with the express idea of calling your attention to the merits of High Grade Export Beer. Once you have tried High Grade Export Beer, as far as you are concerned we need advertise no longer—you'll advertise it for us by recommending it to your friends. But try High Grade Export Beer.—*Phoenix Brewing Co., West Bay City, Mich.*

If we fail to please your taste with the sparkling beer and high grade wines and liquors and refreshing hot drinks we are serving at the Acadia, there must be something radically wrong with yourself, for it certainly can't be with the quality of our goods, as they are the best that can be obtained, and we know how to serve them to the queen's taste.

Christmas cheer!

And Olympian Beer!

They will go together this year.

—*Henry Seiffert, Spokane, Wash.*

Stegmaier's Porter is the most delicious, refreshing of all summer drinks, not only that, but it is a sustaining food beverage for those who are "run down." Ask your physician about it, then order a case, pint, or half pint bottles.—*Stegmaier Brewing Co., Wilkes-Barre.*

Our beer is the perfect and unquestionably the finest product possible of malt and hops. This perfection is attained by reason of the highest grade of malt and hops, the absence of substitutes and chemicals, and the application of the most approved German method under the skillful direction of an expert brewer. On the quality of our beer alone has our business been built up and our name become known all over this country. There is no sterling quality of the best imported which costs 100 per cent. more, lacking in our beer, while the most inferior domestic beers cost only one cent less a bottle than our fine and luxurious food beverage.—*Piel Bros., Brooklyn.*

When the patient is weak, the doctor says: "Drink beer." When the nerves need food, beer is the usual prescription. So, in insomnia; so in nervousness. The doctor knows that malt and hops are nerve foods and tonics. And he knows that most people drink too little fluid to rid the system of waste. He knows that pure beer is good for you. That is why he says "Schlitz." He

knows that Schlitz beer is brewed in absolute cleanliness. It is even cooled in filtered air. And every bottle is sterilized. Half the cost of our brewing is spent to insure absolute purity. Ask for the brewery bottling.—*Jos. Schlitz Brewing Co., Youngstown, Ohio.*

"Man serves his time to every trade—save censure—Critics all are born, not made."—The beer brewed to-day by the Worcester Brewing Corporation is beyond the criticism or censure of the most exacting connoisseur. It gives strength, health and happiness. It is a valuable food in the home. It is brewed from the finest Bohemia Hops, which are imported expressly for us. The very best fruits of Nature are used in the brewing, and the utmost precautions are taken that purity and perfection may always be secured. Cleanliness is our watchword.—*Worcester Brewing Corporation, Worcester, Mass.*

Ale brewed from malt alone possesses important dietetic properties that are lacking in common ales. Carling's Ale is brewed from the purest and most scientifically prepared malt, and contains more food and less alcohol than common ales. That is why it is so regularly prescribed by family physicians for building up their patients.—*Carling, Toronto, Can.*

Beer weather beer should be pure beer, wholesome beer, well brewed beer, properly aged beer, clean beer, fine tasting beer, sparkling spring water beer, perfect beer. To be all these, it must be Olympia beer, which is the only beer combining all these good qualities. Everybody drinks Olympia beer.—*Henry Seiffert, Spokane, Wash.*

The beverage that cheers and invigorates during summer's depressing heat is the American family beer. For luncheon, dinner or at bedtime it is the drink par excellence for health, strength and nerve. Don't fail to try a case of this pure and palatable, as well as refreshing beer, and you will never be without it for a day afterwards.—*American Brewing and Malting Co., Grand Forks, N. Dak.*

For that tired feeling there is nothing to equal a glass of Walkerville Lager. It will tone up your system and recuperate your worn-out energy better than anything else.—*Smith's, St. Thomas, Ont.*

BEER

For health and happiness there is no beverage that can approach our beer. It is always pure, of uniform quality and of the highest excellence. It has that luscious flavor, combined with a body and strength, that is the delight of all connoisseurs.—*American Brewing and Malting Co., Great Falls, Mont.*

The drink for summer is Lexington bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.—*Lexington Brewing Co., Lexington, Ky.*

Taste the test. Uniformly good taste is the infallible sign of well-brewed beer! It demonstrates the use of the very best barley-malt, highest grade Bohemian hops, special culture yeast, and thoroughly filtered water. The best tasting beer is Budweiser, "King of Bottled Beers." It always tastes the same.—*Anheuser-Busch Brewing Ass'n, St. Louis.*

Pure beer, any physician will tell you that beer as a table beverage is conducive to health—and he will also lay emphasis on the need of having beer that is absolutely pure. Champagne velvet beer is pure. It is not only a drink, but a food—and creates a wholesome, natural appetite for such other foods as are most necessary to health. Champagne velvet beer works with nature. Order a trial case. Either Phone 1664.—*Terre Haute Brewing Co., Indianapolis, Ind.*

Make Old Sol go way back and sink down by quaffing a glass of Birkhofer beer.—*The Birkhofer, Minneapolis, Minn.*

Are you tired?—Spring fever is catching. And such a tired feeling. Want to know how to cure it? Whenever you feel it coming on, just get next to a glass of right good, cold, foaming Steam Beer. You'll find it the best spring fever tonic you ever took. It's cooling, refreshing, appetizing and delicious.—*Union Brewing Co., Los Angeles, Cal.*

Something to brace up your energies and give them new life on a hot day is a glass of our pure and healthful Altoona Brewery Beer. For the professional or business man that becomes debilitated or loses his appetite from heat, or any other cause, there is nothing that will prove a strengthener and appetizer like our beer.—*Altoona Brewery, Altoona, Pa.*

Whatever you drink outside, let your home beer be Schlitz. That is pure

beer. No bacilli in it, nothing to make you bilious. Beer is a saccharine product, and germs multiply rapidly in it. The slightest taint of impurity quickly ruins its healthfulness. We go to the utmost extremes to prevent that. Cleanliness is a science where Schlitz beer is brewed. We even cool the beer in plate glass rooms, in nothing but filtered air. Then we filter the beer. Then we sterilize every bottle. And Schlitz beer is aged. The beer that makes you bilious is green beer. When you order beer for your home, get the healthfulness without the harm. Get a pure beer, get an old beer, get Schlitz.—*Taylor Brewing & Malting Co., Albany, N. Y.*

When women entertain at cards, etc., there's some sort of a beverage required—and it ought to be a good beverage for the sake of one's personal satisfaction. Each guest will enjoy Rainier Beer—it's something that is distinctly good, and there isn't a drop of harm in a houseful of it. Its flavor makes staunch friends.—*Los Angeles Wine Co., Spokane, Wash.*

Don't be mean—share good things with your family. Send home a case of Birkhofer Beer. It is the par excellence of the brewmaster's skill.—*The C. Birkhofer Brewing Co., Minneapolis, Minn.*

There is nothing so bracing and thirst quenching, when suffering from spring fever or fatigue, as a foaming glass of our beer. You think you have a new lease on life after enjoying its exhilarating thrill.—*Altoona Brewery, Altoona.*

It's never too late to test the quality of Metz Bros.' beer. It's an excellent spring medicine, good to taste, easy to take, and an appetite creator in whose wake satisfaction always follows.—*Metz Bros. Brewing Co., Omaha, Neb.*

Just before retiring a glass of Lexington Beer will insure a peaceful, unbroken sleep. It is soothing and restful for the nerves, aids digestion in its tonical effect. In the morning you will awake feeling bright and vigorous. This is another guarantee of its purity.—*Lexington Brewing Co., Lexington, Ky.*

You can get more satisfaction out of an absolutely pure, well-made beverage than any other kind and that's why Rainier Beer holds its old friends. Once you try it, the other kinds are not good enough.—*Los Angeles Wine Co., Spokane, Wash.*

A night cap is all right if it's Gold Top Bottled Beer. It means sound sleep and pleasant dreams. Drink it freely—you'll never have a headache in the morning.—*Jetter Brewing Co., Omaha.*

BEER

Treat your palate these hot days by drinking New England Beer. Its purity and healthfulness are endorsed by leading chemists and physicians. Try a case of the brewery bottling at your home or at the shore and notice the improvement this beer speedily effects in your appetite, energy, strength and vigor. Watch how it brightens the spirits and gives freedom from indigestion anaemia and debility.—*New England Brewing Co., Hartford, Conn.*

Nectar for the gods was never sipped with such gusto as the epicure feels when a glass of our delicious, sparkling and highly invigorating beer trickles past his fastidious palate. When run down in health, or when you have that "all gone" feeling, try a bottle of our beer. You will think it is the long sought for fountain of youth and renewed vigor.—*Jac Kiewel Brewing Co., Crookston.*

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating American beer. It is without a rival in flavor, palatableness and deliciousness, and is a bracer that will keep up your strength during summer's depressing heat.—*American Brewing and Malting Co., Great Falls.*

Served to the best families in Omaha who appreciate the high quality of the Metz beer as a beverage and as an invigorating tonic the Metz is every day. Our fine brew is gaining favor every day with both invalids and convalescents, as well as for a table beverage. If you haven't yet ordered it don't fail to do so. It will repay you in both health and strength.—*Metz Bros. Brewing Co., Omaha, Neb.*

The beverage that cheers and invigorates during summer's depressing heat is the Bohemian lager beer, brewed by the Buffalo Brewing Company, Sacramento. For luncheon, dinner or at bedtime it is the drink par excellence for health, strength and nerve. Don't fail to try a case of this pure and palatable as well as refreshing beer, and you will never be without it for a day afterwards.—*Hansen & Kahler, Oakland, Cal.*

Banner beer a friend! Not a foe. Because the materials that enter into the manufacture of Banner Beer are absolutely pure. No "dopes" or drugs whatever. Laborers and many others subject to weak backs and kidney troubles will drink no beer but Banner. They say it builds up the system, instead of injuring the kidneys. These facts plainly demonstrate the purity of our product.—*Banner Brewing Company, Saginaw.*

If you wish to be healthy and happy drink good beer, such as the Lexington brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good, some beers are good, but don't taste good. Lexington beer tastes good and is good—yet our price is not in excess of inferior makes. Have you tasted our beer?—*Lexington Brewing Co., Lexington, Ky.*

It's a good brew.—Try our beer; it's light, healthy, tasty, bright and sparkling, refreshing and exhilarating. Our beer is a beverage you'll enjoy at your meals. Let us send you a case bottled.—*Salem Brewery Association, Salem.*

The drink for summer is Congress bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.—*Haberle Brewing Co., Syracuse, N. Y.*

The fountain of youth and vigor that has been sought for so eagerly could be found in our beer. The best way to remain young is to keep up your constitutional strength with a good, pure and invigorating beer like that brewed by the Lexington Brewery. In hot weather it is both food and drink, and is always palatable.—*Lexington Brewing Co., Lexington, Ky.*

Competition is the life of trade, but success is won by merit; that's why Stegmaier's beer is far in the lead with popular preference—wholesome, healthful, invigorating—because it is properly aged, absolutely pure.—*Stegmaier Brewing Co., Wilkes-Barre, Pa.*

What have you on the ice? An important question in these hot days, which can always be satisfactorily answered if you keep a stock in the house of some of the following well known pure and healthful ales, porters and lagers.—*Smith Bros., New Bedford, Mass.*

A picnic without beer! Perish the thought! To be sure you want beer at every picnic to wash down the usual picnic sandwiches, cold meats, crackers, etc. Don't let it escape your attention that Kiewel's beer is a "picnic" beer for any and every occasion.—*Kiewel, Crookston, O.*

There are two things these summer days great for your health—recreation and good beer.—*The Pittsburg Brewing Co., Scranton, Pa.*

BEER

Something tempting to the jaded palate is to be found in the brand of beer we have to offer, the Metz. It's an appetizer, a tonic and an aid to digestion. For family and table use we deliver it in case of 24 bottles, pints or quarts. Wish you'd order a sample case.—*Metz Bros. Brewing Co., Omaha, Neb.*

Our beer is chemically pure, an analysis by experts will attest. Good reason; hops, water and all the rest of the ingredients are the best we can buy, our brewer knows his business and we take honest pride in our product. You can't do better than buy our beer.—*American Brewing and Malting Co., Great Falls.*

These hot days you want a good cooling drink in the home. It needs to be refreshing and healthful. Beer is what you want—it is the best thing you can drink for a hot day. It quenches the thirst quicker than soda water or lemonade, and is healthful. Rainier beer is the beer you want for the home. It is as pure as a beer can be brewed—it is absolutely healthful—the entire family can use it. A dozen bottles delivered to your home for \$2.00, or 20 cents the single bottle.—*Los Angeles Wine Co., Los Angeles, Cal.*

Here's a sign of good cheer in the pure amber beer that gives vigor and pleasure and joy. A perfect brew. Unexcelled for table use and highly recommended for the weak and convalescent. Palatable, wholesome and nutritious, Metz's beer is the standard of quality.—*Metz Bros. Brewing Co., Omaha, Neb.*

An ideal home drink must be palatable, refreshing and healthful, and it must be pure. It must be a drink that the entire family can use. Rainier beer is just such a home drink. It is good for both woman and child, has medicinal properties, and is as pure as good material and workmanship can possibly make it.—*Los Angeles Wine Co., Los Angeles, Cal.*

The right kind.—Our bottling is the summer drink par excellence. It is pure, wholesome, refreshing. Prepared and bottled in absolute cleanliness, in accordance with the most approved methods.—*Spokane Bottling Works, Spokane, Wash.*

New England beer will add much to the enjoyment of your vacation. It creates an appetite and gives strength to the system. It's a fine tonic.—*The New England Brewery, Hartford, Conn.*

Brewed by experts from the best, most carefully selected, imported hops, in one of the most modern, up-to-date, and cleanly breweries in America.—*L. T. Trowsdale, Birmingham, Ala.*

It's a pretty sight which the thirsty and over-heated enjoy most when putting the foaming vision out of sight. By common consent Phoenix High Grade Beer is the best summer beverage to be had at any price. It can be drank without harm, cools at once without heating afterwards, is a healthful stimulant for the system, and is the daily medicine for crowds who are never ill.—*Phoenix Brewing Co., West Bay City, Mich.*

At three score and ten there is no other beverage like Metz's beer. As a tonic it has most marvelous invigorating properties. Being an absolutely pure drink, it has no deleterious effect on the liver or kidneys, but adds life and vigor to the age-weakened system.—*Metz Bros. Brewing Co., Omaha, Neb.*

Speaking of beverages.—Here's to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same beer. It's only mildly exhilarating, promotes cordiality and has no after-clap of insomnia, headaches, or nausea—provided, of course, you get a pure, unadulterated beer. Crookston beer meets all the specifications enumerated above.—*Jac Kiewel Brewing Co., Crookston, Minn.*

Cool drinks are in demand on the golf links. Golfers know that nothing excels a nice cool glass of pure New England beer. It takes away that tired feeling, gives new life and helps them to make a better score on the next round.—*The New England Brewing Co., Hartford.*

A delicious glass of beer, pure, sparkling and invigorating, is at once an appetizer, and satisfies the appetite it provokes, because it is nourishing and both meat and drink when it's pure. For luncheon, dinner or as a bracer and pleasant beverage between meals, or as a night cap to quiet the nerves there is nothing like a glass of American beer.—*American Brewing and Malting Co., Columbus, O.*

In the rush of to-day's business there's nothing to equal Heurich's beer as an invigorator or strength-giving beverage. Quaff it as you wish; it's a delight to the last drop; a sparkling, foaming potion of taste pleasing excellence.—*Chr. Heurich Brewing Co., Washington, D. C.*

You wouldn't believe there was such a difference in beers until you use one of Krug's popular brands. They are always uniform—perfectly brewed and well aged, absolutely pure and leave no bad "after effects." The kind of beer that acts as a tonic and a system builder. Order a trial case and begin to enjoy life.—*Fred Krug Brewing Co., Omaha.*

BEER

Here's good health to you.—A draught of pure sparkling New England beer. It quenches the thirst and invigorates the system.—*The New England Brewing Co., Hartford, Conn.*

Something to brace up your energies and give them new life on a hot day is a glass of our pure and healthful Altoona Brewery beer. For the professional or business man that becomes debilitated or loses his appetite from heat, or any other cause, there is nothing that will prove a strengthener and appetizer like our beer.—*Altoona Brewery, Altoona, Pa.*

After the entertainment a refreshing glass of Birkhofer beer finishes off the evening delightfully.—*The C. Birkhofer Co., Minneapolis, Minn.*

Enjoyment. A bottle of New England beer after a hard day's work takes away that tired feeling and assures good rest.—*The New England Brewing Co., Hartford, Conn.*

An economical luxury is a good, wholesome, delicious beverage like Buffalo lager. It's a luxury to taste, not to the pocket book, for its price is moderate, its excellence considered. Care in selection of materials, care in brewing, make it most healthful, too.—*Buffalo Brewing Co., Sacramento, Cal.*

A refreshing beverage for hot days and cold days—night ditto—is the often spoken of Amber Cream beer. Anyone who knows anything about beer will tell you it's a palatable drink. But it's more than that, it's pure and wholesome as to ingredients and brewing to the last degree of modern success in turning out a fine beer. Got the name Amber Cream beer?—*Lansing Brewing Co., Lansing.*

The only beer that leaves the right taste in the mouth and the right feeling in the stomach. The only beer that doesn't go down like soap, or stick fast like sealing wax. The only beer that is a universal favorite. Olympia beer hasn't a single fault or drawback, but is perfect all the way through. "It's the water."—*Henry Seiffert, Spokane, Wash.*

Polite society insists on getting nothing but the best in beverages, as in houses, home furnishings, clothing and everything eatable. Polite society long ago indorsed Buffalo Lager Beer as palatable, pure, refreshing, wholesome and an altogether delightful beverage. What's good for polite society is none too good for you. New brew. Bohemian.—*Buffalo Brewing Co., Sacramento, Cal.*

Terre Haute Brewing Co.'s Salvator Beer is one of the most delicious winter

drinks on the market. The material used in brewing this beer is the most expensive that can be used for that purpose. The flavor is without equal—being very much the same as that of the Munich beer, which is famous all over Europe. Try it.—*The C. Habich Co., Indianapolis, Ind.*

A carload of beer.—The quantity is significant of our output, and the output tells the tale of right price and right quality. A solid car of beer from the American Brewing Company, St. Louis.—*Jacob's Pharmacy, Atlanta, Ga.*

You can't pick a winner in everything as easy as you can in ale. So when you say "Frank Jones's Portsmouth Golden Ale," mean it and stick to it.—*Hiram Wheaton & Sons, New Bedford.*

Something nice for a fellow when he is warm, fatigued or thirsty is a foaming glass of delicious Metz beer. It is a bracer, an appetizer and a beverage that is both food and drink. For summer there is nothing equal to it as a thirst quencher.—*Metz Bros. Brewing Co., Omaha, Neb.*

The very best he ever tasted is what Santa Claus says about Koch's beer, and no one can deny that he knows.—*Koch's, Williamsport, Pa.*

When you're hot and thirsty just advise Old Sol to lose himself while you make yourself content by getting outside of a glass or two of Heurich's. There's every delight, no aftermath of ill, in drinking Maerzen, Senate, or Lager, which has made countless thousands rejoice. Are you with the multitude in the use of Heurich's beer?—*Heurich Brewing Co., Washington, D. C.*

Just before retiring a glass of Lexington beer will insure a peaceful, unbroken sleep. It is soothing and restful for the nerves, aids digestion in its tonical effect. In the morning you will awake feeling bright and vigorous. This is another guarantee of its purity.—*Lexington Brewing Co., Lexington, Ky.*

This extract combines in richly concentrated form the life-sustaining properties of malt and hops and is unsurpassed as a tonic.—*The Clifford Pharmacy, South Norwalk, Conn.*

Finest table beer in America. Prescribed by leading physicians as the greatest tonic on earth. Known everywhere for its purity.—*The E. O. Jones Co., Youngstown, O.*

If you haven't tried Fischer's May Bock Beer you are denying yourself of a season's treat.—*The Hubert Fischer Brewery, Hartford, Conn.*

If Thomas Buckley could serve his customers with a better ale than Frank Jones's, he'd do it. But he can't, and he knows it. That's why Frank Jones's Portsmouth ale is always on draught at No. 353 Acushnet Avenue.—*Smith Bros., New Bedford, Mass.*

Strength in it. There's health and strength in a bottle of pure beer. And Stoll's real German brew has purity and quality. Barley in it for food. Hops for tonic. And just enough alcohol to aid digestion. Essential to the weak, healthful for anybody. A standard, high grade beer. Unsurpassed for table use or medicinal purposes. The beer that cheers, nourishes, invigorates.—*The Stoll Brewing Co., Troy, N. Y.*

At luncheon, dinner, or supper the very best thing to wash down any kind of food is a bottle of thirst-quenching, blood-making, health-giving beer, which has no equal and never had a superior. The taste of it is refreshing, and it is the kind of pure beer that never gives one a headache. Suppose you try a box. You will like it so well that you will want the same every week for your family's sake. The price of it will please you, too.—*Baraboo City Brewery, Baraboo, Wis.*

These July days and evenings when the heat oppresses the body and parches the throat, the cooling and invigorating elements of Stegmaier's beer make it a boon to perspiring humanity. The demand for our beer was never so great as it is now. People have come to know the real worth of this beverage and they are asking for it everywhere in preference to other brands. Every package guaranteed according to the Pure Food Law, Serial No. 1969. Insist on having it and beware of cheap beer.—*Stegmaier Brewing Co., Scranton, Pa.*

What attention do you pay to the beer you drink? Are you satisfied if it only "tastes" like beer? It is of interest to you to know that "New England Beer" means more than the taste. It is so purely brewed of nutritious malt and hops that its use imparts new energy and strength—besides a flavor that is delightfully real. Bottled at the brewery and delivered to families in convenient packages.—*The New England Brewing Company, Hartford, Conn.*

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating real German beer. It is without a rival in flavor, palatableness and deliciousness, and is a bracer that will keep up your strength during sum-

mer's depressing heat. No one should be without a case of Stoll's real German beer in the house.—*The Stoll Brewing Co., Troy, N. Y.*

A light lunch at bedtime becomes almost a feast by the introduction of Munster or Bohemian beer. The stimulating effect is so mild, the refreshing sleep which follows their use, just before retiring, fortifies one for the duties of the morrow.—*Casey Bros., Scranton, Pa.*

The best goes in Buffalo: Rich flavor—together with unquestioned purity in Buffalo is a rich, mellow flavor. This result is impossible without the very best of materials and the greatest care in every detail. Buffalo is a good beer and a healthful beer.—*Buffalo Brewing Co., Sacramento, Cal.*

The best thing served with a midday, afternoon or evening meal is a light, palatable, digestion aiding beer. And Amber Cream beer gets the 100 per cent. mark on all these points and others—purity, for instance. Amber Cream beer beats wine, water, coffee, tea or milk as a table beverage, and produces no bad after effects. Waste no time in ordering a case or two and settle the question of its quality for yourself.—*Lansing Brewing Co., Wilkes-Barre, Pa.*

For luncheon or the evening meal there's nothing so appetizing, so restful, so altogether satisfying as a table beverage as Neuweiler's beer. Then, too, a glass or two with a couple of sandwiches induces sweet sleep and promise of a clear head in the morning. Purity beer is a mighty good everyday all 'round drink. Bottled by *L. F. Neuweiler & Son, Allentown, Pa.*

The foremost temperance workers agree that the use of a mild stimulant like beer does not create an appetite for strong drink, and is actually healthy. Pabst Blue Ribbon Beer has the lowest percentage of alcohol of any beer and the highest percentage of real nourishing food. The Pabst brewing process is based on practical, healthful principles, and gives to Blue Ribbon Beer qualities most desired from a temperance standpoint.—*Pabst Brewing Co., Cleveland, O.*

Winter has gone; Spring is here. But in all seasons our excellent brews remain within your reach. Nothing will add more pleasure to a day's outing. Convince yourself. "The Beer That's Drank" is a beverage of cheer and gets the first call everywhere. Bottled and on draught in the cafes.—*The Hellman Brewing Co., Waterbury, Conn.*

BEER

WHISKEY

The truth about whiskey. Rye whiskey is made of rye grain moistened and heated until the starch in the grain is developed. Rye or barley malt is then added to the mash and a chemical change takes place, turning the starch into sugar. This last mixture is fermented by the use of yeast and the product, now technically known as the "beer," is sent through a still and then again through a second copper still, from which we get whiskey—a high-proof colorless liquid. This liquid at the distillery is put into oak barrels charred on the inside to open the pores of the wood, thus permitting the tannin in the oak to come more quickly in contact with the whiskey, and in the course of time becomes the beautiful amber colored fluid known as Rye whiskey. This process seems simple. The secret is in the way it is done and in the quality of the material used. In our distillery only the best rye grain and the best and highest priced barley malt is used. Only the best oak that can be bought is used for the barrels. All this has and does cost money, but it has made the reputation of Gibson's pure Rye whiskey; it has made the Gibson's distillery the largest producer of High grade Rye whiskey in the world.—*Moore & Sinnott, Philadelphia, Pa.*

Good liquors are what we handle. We never care to recommend poor, cheap stuff. Fine liquors that please the most particular are here in any quantity desired. Holiday supplies are easily obtained at very reasonable prices. Those who are not well posted can have the value of our experience by asking.—*D. S. Way Drug Co., Colorado Springs, Col.*

A neighborly feeling prompts one to be sociable at times and extend hospitality to their friends when they call, so keep your sideboard stocked with good table wines, pure and velvety whiskey from our choice stock of liquors. Our prices are always right, and our goods are always fresh.—*Ingersoll & Esler, San Bernardino, Cal.*

We are able to offer the largest stock of all the best known and reliable brands of select whiskies, also an enormous and varied stock of whiskies put up under our own label and bottled under our direct supervision in our wine rooms. These from rigid tests prove second to

none and for aroma and flavor are rarely equaled. They are the best to be had at any price. From all over this state and many others besides come mail orders for our brands. These are filled promptly and shipped by return express. All of our goods carry with them the guarantee of absolute satisfaction or money refunded. As a store for family liquors we lead—our prices always by comparison showing a drop below others by fully thirty per cent., this because we are satisfied with small profits.—*Jacob's Pharmacy, Atlanta, Ga.*

"A little whiskey now and then is relished by the best of men," and above all let it be Oronoco Rye. Oronoco Rye is not a whiskey that is to build up a sale for to-day and be forgotten or supplanted to-morrow. It's a whiskey whose merit of quality makes it permanent friends, whose list grows longer all the time. The man who drinks Oronoco to-day will drink it years hence. He'll never find another rye so tasty, so rich, so all-satisfying.—*Edward J. Quinn, Washington, D. C.*

Don't forget that among the multiplicity of candidates offered for your suffrage there is one indorsed by all parties. Republicans, Democrats, Socialists and even the Prohibitionists, when the doctor orders it, and that is the G. F. H. Private Stock Rye Whiskey. Polls open from 6 a. m. till 9 p. m. Saturday till 11 p. m. You can send your vote by mail, or telephone 406.—*Geo. S. Hewett Co., Worcester, Mass.*

All of the injurious effects attributed to whiskey come from mixed, manipulated stuff that's but a poor imitation of the real article. Pure whiskey, properly made, well aged and untampered with is not only harmless, but decidedly beneficial. It is difficult to obtain the right article because there's less profit to the dealer. Every drop of whiskey sold here is guaranteed to be absolutely pure. I stake my reputation on every transaction.—*I. H. Oppenheim, Atlanta, Ga.*

On the buffet, in the sick-chamber, in the mountains or at shore, a pure stimulant like Green Valley rye whiskey stands ready like a sentinel, over your health and happiness. Faultless in quality—honest in measure.—*Casey Bros., Scranton, Pa.*

WHISKEY

In the buying of whiskey you'll search far and long to find another liquor store selling whiskies with the same relative quality and price—and after you have sought you'll not find it. It don't exist, and there are obvious reasons why. But it's the whiskies themselves that interest you. Take each price—50c., 75c., \$1 and on up—price for price you can't duplicate the quality we give you in any liquor store in the country, any more than you can our price in the drug line.—*Jacob's Pharmacy, Atlanta, Ga.*

Cold Weather Suggests Whiskies.—Cold weather suggests the replenishing of the whiskey bottle in the medicine cabinet.

Absolute purity ought to be a factor included always in your whiskey buying but positively when it's for the family use. We lay great stress upon purity.—*Jacob's Pharmacy, Atlanta, Ga.*

Oronoco Rye, a time-honored stimulant of absolute purity. The perfection of aroma and taste is found in Oronoco Rye. Its age, purity and flavor are of the highest standard. Its quality made and maintains it as the favorite tonic for home use! Remember when the doctor says "A little whiskey." He means pure whiskey—Oronoco Rye. Therefore, it is essential that you always have a supply of Oronoco Rye on hand. Its richness and deliciousness makes it preferred for mixed drinks.—*Edward J. Quinn, Washington, D. C.*

Good liquor rightly used is food and medicine.—We furnish the liquor—as pure to you in the pint as we get it in the barrel—straight from the grain grown by sun and rain, with no poison to craze you, no drug to stupefy, and with no unholy mixture to put your natural appetite to sleep.—*J. W. McKeon & Co., Worcester, Mass.*

Ask any man who is a judge of good liquor, and he will tell you that our reputation for the finest goods at reasonable prices is not excelled by anyone in the city, and if you want to see how true it is give us a call.—*Empire State Wine Store, Schenectady, N. Y.*

Our old Golden Wedding rye is the most popular and at the same time satisfactory rye whiskey that we sell. It is a perfectly pure straight old whiskey, that will at once commend itself to all for family or medicinal purposes. It is just what you ought to expect a high grade rye should be. If it's a question of price the figure may not suit you. If it's a question of quality at the price you will be well suited.—*Johnson & Brother, New Haven, Conn.*

This whiskey is noted for its high quality, perfect purity, and mellow age. It is made exclusively by the Sweet Mash process from carefully selected grain, in the immediate vicinity of the distillery, and received by us direct from Government Bonded Warehouse, and guaranteed to be absolutely free from all matter prejudicial to health, and is especially recommended for medicinal use as a pure and healthful stimulant.—*Leon Greenberg's, Hartford, Conn.*

H. J. W. Old Bourbon has a broader range of medicinal uses than anything else you can keep in the house. There's scarcely an ill in which a really good whiskey is not beneficial. H. J. W. is pure, thoroughly aged and exceptionally fine flavored.—*H. J. Woollacott, Los Angeles, Cal.*

Going away for a little rest?—Avoid the dangers that lurk in a change of water, by taking with you a positive safeguard. Green Valley Rye Whiskey.—*Casey Bros., Scranton, Pa.*

The lesson of this past year has been that no one should purchase any whiskey other than pure whiskey. Purity can only be assured by guarantees back of which stand responsible and reputable houses.—*The Cook & Bernheimer Co., New York, N. Y.*

When the grand man Marquette gave up his life exploring the mighty Mississippi and the country through which it flows, little did he realize that a mighty fine whiskey would bear his name and serve the many millions who were to come and inhabit the territory he opened. Marquette whiskey has not betrayed the man after whom it was named—it is a pure, high-grade whiskey—serving faithfully and well all who depend upon it for refreshment and vigor—it is a stimulant that has no equal among whiskeys.—*Grommes & Ullrich, San Francisco.*

Time for high balls is right now, when warm summer days make them most enjoyable. Our imported Scotch whiskeys are unequaled for this purpose, being of exquisite flavor and purity. Everything in the line of wines and liquors for family and medical use offered by us will be found to be the best obtainable.—*Fred J. Kiesel & Co., Ogden, Utah.*

What kind of whiskey? Are you satisfied with the cheap kinds put up in short measured bottles and diluted you know not how much? Or do you want a whiskey that can be relied upon? Such a whiskey is Zimbal Rye Whiskey.—*Fazon, William & Fazon, Buffalo, N. Y.*

WHISKEY

WINES

"This," said the host, as the butler appeared with two pony glasses of the amber liquor, "is some especially fine brandy. I want to see how you like it."

"Ah!" exclaimed the guest from Texas, as he tossed it off, "that's good liquah, sah. I wouldn't mind having a drink of that."—Philadelphia Press.

Wine and Spirit Section.—We know that, quality considered, our wines and spirits are lower in price than any to be found in the city. We make a point of selling nothing but what is absolutely pure, making this a safe store to shop in. We do away with the unpleasant task of your carrying bottles with you by delivering free all purchases to any part of the city.—*Hudson's Bay Stores, Vancouver, B. C.*

Advertising Wines.—There is a certain pleasure in advertising when you know you are telling the truth. So it is with me when I advertise and tell you that the wines you get in my place are absolutely pure. I know that when you buy a gallon or bottle of this wine and begin to take it, you will notice the benefits derived from it. It will build you up more than any tonic. The best spring medicine.—*Leon Greenberg's, Hartford, Conn.*

Sweet Isabella Wine. Beautiful color and absolutely pure. Retains almost perfectly the rich fruity flavor of the sweet Isabella grape from which it is made. Because of its purity and age it is very beneficial used as a stimulant.—*Godney's, East Orange, N. J.*

Pure wines, for the table, the invalid and the connoisseur. Twenty varieties of the choicest productions of the best known vineyards of California.—*Jos. Fleming & Son, Pittsburg, Pa.*

Sherry Wine. If you are in the habit of using an imported sherry at a high price, try our California sherry. It is not like the cheap sherries. It is the highest grade made in California. It has been properly made and aged, and it is guaranteed to us and by us to you to be strictly pure. It makes an excellent stimulant for a weak stomach and is sure to cure indigestion. Try it and you will never want any imported sherry.—*Leon Greenberg, Hartford, Conn.*

The very life of the grape—most healthful of fruits—all the sunshine and

zest it has gathered as it ripened in the vineyard, is contained in Cook's Imperial Champagne—the most delicious and healthful of wines.—*Cook's Champagne Co., New York, N. Y.*

Don't you agree with us that wine has its place in the daily menu quite as much as bread and butter? We think so, and would like to bring you over to our opinion. Our special sales, held every second Saturday, are doing much to popularize the moderate use of wine as a table beverage. Our sale prices are bona fide reductions from list rates and enable the judicious customer to obtain high-grade wines at a cost low enough to make their constant use an economical consideration.—*California Winery, Sacramento, Cal.*

This is claret time—claret lemonade, punch, sherbet and the host of other good things in which claret is used. Claret is not a mere luxury, but is gently stimulating, perfectly wholesome and possesses great properties of building up the bone and muscle of the human frame, providing it be good and pure. That's the kind sold here—we have the domestic and foreign brands.—*The New Store, Binghamton, N. Y.*

Your physician will tell you of the superior medicinal qualities of an absolutely pure fermented grape wine. Great Western champagne is the choice of discriminating consumers the country over.—*Pleasant Valley Wine Co., Rheims.*

Wines for the home.—Of course you want the best, and most people know when the best wines are wanted. Nothing fills the bill like Peerless Brand.—*So. Cal. Wine Co., Los Angeles, Cal.*

The wisdom of selecting a beverage with care as to its purity and quality must be apparent to everyone. Great Western Champagne is the choicest, purest, product of the grape, without a superior, under any label, foreign or domestic.—*Pleasant Valley Wine Co., Rheims, N. Y.*

Christmas cheer awaits you in good measure, if your purchases of brandy for egg nogg, whiskey, claret and cordials, for before, during and after the Christmas dinner are made from us. Always careful in selecting our wines and liquors, we are particularly zealous in choosing them for holiday occasions. Order early, please.—*L. A. McKinnon, Crowley, La.*

No better line of choice wines, whiskies and brandies in town than we carry. Let us deliver you an order at your house. We quote the very lowest prices and will respond promptly to a telephone or mail order.—*O'Neil & Delehant, Fall River, Mass.*

It is absolutely necessary to have a little wine or whiskey in the house in case of sickness—but you must be sure to have the pure article. Buy from the L. A. Wine Co., and you will not have to worry about the quality. Whatever is good, we have it—and our prices are practically the same that inferior goods are sold for elsewhere.—*Los Angeles Wine Co., Los Angeles, Cal.*

We are accomplished mixers when it comes to fixing up an appetizing hot drink, a morning bracer or a night cap. That's right in our line, and we don't let anyone beat us. If you have never tried us all we've got to say is that you've missed a lot of pleasure in life, but then it's never too late to mend. We can always be found at the old reliable, the *Acadia Saloon, Crowley, La.*

McKinnon's place for straight or mixed drinks. Our wines, brandies, whiskeys, rums and cordials present the best op-

portunity for the consumer to procure pure and honest liquors. Better not drink at all than drink impure or doctored drinks; so the surest way to get the best is to purchase of *L. A. McKinnon, Crowley, La.*

Some fellows say, "I've crossed the drink,"

While others "drink in" knowledge high;

But what drink really means, you'll never know,

Until you drink Green Valley Rye.

—*Casey Bros., Scranton, Pa.*

"I'll be at the fountain." "Get your wet goods" here during 190—. You couldn't make a better resolution—you couldn't do anything that would net you more satisfaction than to determine to make this your headquarters for wines and liquors from now on. It'll be to your interest in every way to deal here. You'll get the best there is in wines and liquors. You'll pay less for them. We buy the finest distillates in "bulk"—and we retail them at "bulk" prices. Note the following specials—real economy prices.—*J. H. Friedenwald & Co., Baltimore, Md., Jan. 3, 1902.*

You seem to be quite happy, what's up?

Ha! Ha! Come here, old boy, and I'll whisper a little something into your ear. I've discovered a big money saving fact. Yes, sir, I've discovered that the best wines and liquors in Frederick can be had at The Buffalo, at prices that fairly stagger one's belief.—*Chas. Y. Hauer, Frederick, Md.*

*This is a screw to draw the corks
Out of the casks at last,
Where cobwebbed, gray and old they
stand
In the cellars of the past.*

*Vintages rare and precious as gold,
Seals of the Veuve Clicquot,
Hock and Moselle and Burgundy Rose,
Oh, the list is long, we know.*

*Legacies all that the good monks left,
And here is the silver key
To open the doors of their prison house,
And to set their spirits free.*

*So this is the Christmas gift I send
In a spirit of toleration,
With only one warning to you, my friend
To use it in moderation.*

BEVERAGES

Call in at one of our *fountains* on a hot day or evening. We will serve you the coolest and best drinks you ever tasted. They quench the thirst because they are made right. Expert operators at all our fountains. All the latest American drinks.—*Watson's, Winnipeg.*

Drink at the big white *onyx fountain*. Every fancy drink made by expert mixers from genuinely pure materials. Clear, sparkling waters, suggesting cool, rock-bound springs—phosphates, sun-daes, egg drinks, lemonades. Stop as you go by.—*Boswell & Noyes Drug Co., Los Angeles, Cal.*

A lover's retreat in our *soda fountain*. For those who love a cool and refreshing soda flavored with the real taste of the garden, just sweet enough, our fountain suits. There must be something about our fountain that brings people back for more. You will come back too, when you taste our flavors.—*Owl Drug Store, San Bernardino, Cal.*

Fancy sundaes. Good every day in the week and Sunday too. Pure ice cream with different combinations of flavors, fruits, syrups, nuts, ices, etc., so ingeniously put together as to make the most delicious and cooling dish of frozen cream.—*Towne, Secombe & Allison, San Bernardino, Cal.*

Commodore Peary has the honor of "The nearest the pole." The "coolest spot" most Springfield people can discover this summer will be found in the bottom of one of our dishes of ice cream or a glass of delicious red raspberry sherbet. Fifteen minutes for 10 cents, away from the hot sun, making a pleasant discovery every time a spoon touches the lips.—*Maldaner & Sons, Springfield.*

White Rock Water—We can't say too much about White Rock water. It is without question the finest water procurable for drinking purposes. Its flavor is delicious and it has certain healthful qualities not to be found in

other waters. It is full of life, vim and sparkle, but has not the bite, burn and sting of other charged waters. Everybody knows the need of pure water—or ought to. There couldn't be a water purer than White Rock. We are sole agents.—*H. Jerome, Los Angeles, Cal.*

Now! About the dinner? The dinner has three essentials—turkey, cranberry sauce, and water. The water ought to be purest and best, so call.—*The Ingram Lithia Water Co., Birmingham, Ala.*

Some natural drinks. Mineral Water is Nature's drink, and a drink fit for the gods it is, for it does its duty well and quenches your thirst. Very healthy, too. You ought to drink a glass of mineral water every day. We carry the various brands.—*Towne, Secombe & Allison, Druggists, San Bernardino.*

A man said yesterday. "I have partaken of Root Beer at several different fountains, but it does seem to me somehow that what I get at the People's Pharmacy Fountain is the most refreshing and best tasting of all." Not only is this the case with root beer—it's the same with everything we serve. Give us a fair trial and you will be convinced that the man who complimented our root beer yesterday was correct. Ice cream delivered to any part of the city in any quantity without extra charge.—*The People's Pharmacy, Denison, Texas.*

Pure refreshing Ginger Ale. No, all ginger ale is not pure, as many of the so-called ginger ales do not contain even the smallest amount of ginger. Our ginger ale is the "real thing." It is made of genuine ginger root, sugar and pure spring water. You'll notice the difference when you try it. It's a healthful drink and is most refreshing and stimulating—just the drink for you when fagged out with the heat. On draught at our fountains, 5c a glass, or in bottles 10c.—*Central Drug Co., San Bernardino, Cal.*

Every department in this progressive store is now filled with an endless variety of holiday gifts. Christmas shoppers find extra pleasure in making their purchases here on account of the neat price saving on each article. Everybody invited. Goods stored till Christmas. Come early to avoid crowds.—*Lochman Bros., Springfield, Ill.*

Preparations. Two weeks more and then—Christmas, the favored time for countless thousands of bounteous feasts, cheery social functions and happy reunions. Christmas, the greatest incentive for painstaking housewives to make their dinner table exceedingly delightful to the eye and surpassing gratifying to the appetite. Women with such thoughts in view will find the Kaufman store splendidly ready with the many needfuls of this great feast day, in abundant variety, of character to do credit to the taste and judgment of exacting housewives, and at prices especially favorable.—*Kaufman's, Trenton, N. J.*

Begun in earnest. Any one who walked through Loeser's this morning could have no doubt of it. The Christmas shopping has begun in earnest. There is a holiday atmosphere all through the store. And in these early days of the holiday season there is a freshness and special charm about the Christmas merchandise that makes it well worth while to begin now. In this one store is assembled over four million dollars' worth of high grade merchandise—merchandise of the Loeser standard. It is a tremendous stock. But it is because of the completeness of the stock and its special readiness to suit every personal need rather than on account of its immense volume that we believe the store to be in even better holiday trim than ever before in its history.—*Frederick Loeser & Co., Brooklyn, N. Y.*

If you have thought of replenishing the dining-room, this is surely the time to do it. You ought to have the dining-room in shape so that you can enjoy your Christmas dinner. We have a magnificent showing of dining-room furniture as complete as can be found in any store in the country.—*The Fair Store, Binghamton, N. Y.*

Two very important results from early Christmas shopping. First, you can serve your own interests so much better, there's greater variety to choose from, the goods are fresher, there's less inconvenience, there's less jostling and elbowing now than later on, there's much that will profit you personally in early

shopping. Secondly, you can do a world of good to employees—from check boy on up to salespeople, on through to the drivers and the horses, by shopping early; you can lighten the labors of all, for which they would be sincerely grateful to you. So with a trifle of forethought you can serve both factors—employee and yours loyally.—*S. P. Dunham & Co., Trenton, N. J.*

Christmas stocks at highest point of completeness now, and exceptional values rule. The holidays are almost here and Christmas gifts will readily suggest themselves if you visit this great Christmas store. The splendid readiness of our immense stocks now makes selection a pleasure. We would direct special attention for to-morrow to the great money-saving reductions on many seasonable lines, while the fact that these great special offerings are suitable for Christmas gifts give double importance to these time sale events. To-morrow will present the opportunity of all opportunities to supply your present or Christmas needs.—*Thos. C. Watkins, Hamilton, Can.*

A good beginning makes a good ending to Christmas shopping—shop early. Days are flying as they always fly when the Yuletide season comes around—when there is so much to do in preparation. Christmas eve will be here almost before you know it—only twenty-two shopping days left. If you haven't begun your Christmas shopping, begin now—slow beginners are apt to prove slow finishers, and judging by the last day's Christmas rush of a year ago, we will have more than we can do to give that perfect service that we would like. Help us, help yourselves, help our drivers, help our salespeople by doing your Christmas shopping early—early in the month, early in the day. First week of December Christmas shopping will be a pleasure. Second week it may be satisfactory. Third week it will be a whirl. The last half week it will be a crush.—*The T. Eaton Co., Winnipeg, Can.*

Add to the pleasure and merriment of the holidays by brightening and beautifying your dining-room. Our desirable showing in this line is the newest and gives the greatest satisfaction. Comparison convinces of a genuine saving.—*Mason's, Brooklyn, N. Y.*

Don't let the pleasure of the coming holidays be marred by a single oversight. Look at your table linens, your furniture, your larder, your glass, china, cutlery, etc., and fill in whatever necessary.—*H. Batterman, Brooklyn, N. Y.*

"CHRISTMAS"

Seasonable delicacies are found upon our bill of fare all the year around. And they are cooked to a turn and served daintily.—*White's Spokane, Wash.*

The up-in-the-sunshine restaurant on our 4th floor—perfect cuisine, varied menu and modest cost for a dainty meal, full and plenty.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Shoppers' lunches are a specialty with us—and greatly appreciated by the shopping public. You know yourself how a cup of hot coffee and a light lunch refreshes and satisfies you on these wintry days. We are always ready to serve these "shopper lunches" any time of day—have a first-class, fully-equipped restaurant. Best of food; quick, clean service; no high prices.—*Fox & Adams, Bangor, Me.*

Good service is one of our strong standbys in making a bid for popular favor for our restaurant. It goes without saying that the soups, meats, vegetables, ice creams, ices and other desserts must be the acme of perfection in their line, but we also use our best endeavors to treat you with courtesy, to serve you with deftness and dispatch. Our bill of fare will show our prices to be very, very reasonable. Wanted a few boarders at a reasonable rate.—*Elite Restaurant, Waco, Tex.*

Begin now and enjoy yourself by taking your noon lunch at Watson's. Our chef thoroughly understands the art of preparing a dainty lunch. It's only 40 cents and you can have your table reserved from day to day. Smoking and coffee rooms in connection.—*Watson's, Winnipeg, Can.*

Come in the cool of the morning. Lunch here if you wish, returning home refreshed and unfatigued.—*Hearn's, New York City.*

If you ever eat one meal here you will come back for the second one. If you are going to a picnic come here and let us prepare your lunch. Come any time, we are always glad to see you.—*Cary's Restaurant, Kenton, Ohio.*

The most enjoyable meal and most satisfactory, too, is served here. Ever try one? Those who haven't, miss much that is good. Home cooking is excellent, because we have experienced cooks trained in producing palate tickling dishes. Prices are popular.—*White's Restaurant and Cafe, Spokane, Wash.*

This great oyster parlor is a thermometer to the society and business talent of the city. There are seats for a thousand, and rooms and every convenience; elec-

tric fans, light as day, quick, gentlemanly service, and the best things to eat from the ocean, land and air, cooked and served without a fault. This is the proper place for ladies after the theater. They accept with gladness an invitation to dine at *Levy's, Los Angeles, Cal.*

All cooks look alike to a hungry man. But it's a different matter when the man isn't hungry and has to rely on the cook for his appetite. Our cooks bear no resemblance whatever to each other.—*Levy's, Los Angeles, Cal.*

There's a homelike feeling about our dining-room. The excellence of the food, cooking and service satisfies the most particular. Patrons are treated courteously and supplied with liberal quantities of choice and seasonable food. Popular prices.—*White's Restaurant, Spokane, Wash.*

Our big restaurant.—It is not only the shopper who finds our restaurant on the fifth floor so handy and convenient, but the business men of the neighborhood have quickly recognized its many advantages, its tempting cooking, its varied menu, its prompt service and moderate prices.—*Hoyt, Kent & Sefton Co., Cleveland, O.*

To lunch in our tea room is to lunch in peace and comfort, and with thorough enjoyment. Being on the fifth floor and thoroughly ventilated, it is naturally cooler than places of refreshment on a level with the street. And then, electric fans keep a cooling breeze constantly circulating.—*Stewart & Co., Baltimore, Md.*

When you are hungry and want something real good to eat, just come here—we have most everything you can think of on our lunch counter, day and night. Big electric fans to keep you cool. Our regular meals, also, are quite a treat.—*Cary's, Kenton, O.*

We cater to the tastes of all. Have dainty little dishes, choice chops and steaks, cutlets, salads, etc., for those who want just a pick, and substantial but equally toothsome roast and boiled meats, entrees, fish, vegetables, etc., for the hearty eaters. All are of high quality, well cooked and served in the best possible manner.—*White's Restaurant and Cafe, Spokane, Wash.*

What refreshment if the food is of fine quality, the cooking excellent and the service perfect.—*White's Restaurant and Cafe, Spokane, Wash.*

A fastidious place for fastidious people. Take your friends to Levy's for the little theatre supper.—*Levy's, Los Angeles, Cal.*

RESTAURANTS

"CHRISTMAS"

"Vot did you vish?" set der young woman.

"I vas looking for a Christmas present for my vife," I set. "I vish to buy somedings dot vill bring a great choy into her heart ad dis habby Christmas season, und vich I could afterwards use for a pair of carpet slippers or a shaving mug."

Der young lady looked ad me mit short, sharp glances.

"Dot makes 27,493 peoples dot haf came in dis compartment store to-day midoud knowing vot dey vas didding here, und I refuse to ged \$8 a veek und be a human encyclopedia."

I began a short apologization, bud she reached down under der counter und pulled ub a club.

"Dis," she set, mit a vild look in der eyes, "dis is der habby season uf peace on earth, goot vill to men, bud der nexd person dot leaves his brains ad home und tries to make me tell him vot is a goot Christmas present vill ged a bitter svipe across der forehead."—From "Dinkelspiel Goes Shopping," in New York American.

Christmas is rapidly approaching—only twenty-four more buying days remain, and the last twelve of them will be days of such tremendous activity that this great organization will be taxed to its utmost capacity. We take this opportunity to urge every one to consider this condition and make full use of the advantages the present week affords for satisfactory and comfortable Christmas shopping.—*Marshall Field & Co., Chicago.*

The greatest Xmas store. Gimbel's is not only the biggest Christmas store, but it is the most beautiful and carries more merchandise of true worth than any store in the West. It offers more attractions for young or old, in fact has made shopping at the big store reach the highest degree of pleasure. Note this too: We afford you the greatest opportunities for buying Christmas gifts at a lesser expense than anywhere in town.—*Gimbel Bros., Milwaukee, Wis.*

What shall I give for Christmas? This very pertinent question is answered—exhaustively, thoroughly, comprehensively, suggestively. We mention gifts appropriate for every member of the family—father, mother, brother, sister, relatives, friends or sweethearts. And with the selection as varied and attractive as it is this year at this store, Christmas shopping and gift selecting is more of a pleasure than a drudgery. You come in this store and see so many beautiful

things that are suitable gifts for the loved ones in mind that you are happily perplexed in not knowing which ones of the hundreds to buy. We offer you the result of years of buying and looking around for Christmas goods. While we are always desirous of selling just as low as we possibly can, yet quality is our foundation, and you can rest assured that any article bought for a present will give satisfaction and pleasure to the recipient every time he or she has occasion to use it. We are mentioning a few of the appropriate articles suitable for Christmas and are purposely omitting prices in order that you may forget all about the cost in anticipation of the pleasure of giving.—*Wilmington Furniture Co., Wilmington, Del.*

Xmas favors. All this talk about no chimneys for Santa Claus to explore has been exploded, for in our basement are favors enough showing the good old-time brick and mortar chimneys that would make Santa Claus chuckle as far as he could see them. Snowballs, Christmas bells in white and in red, tiny sleds, garlands, reindeer mounted boxes, feathered turkeys, baskets of fruits and vegetables, snow babies, holly in sprays or in bunches, bells that really ring, stars, garlands and stockings that are candy holders; these and a great many other pretty decorative, useful-for-Christmas favors are to be found in the basement.—*Abraham & Straus, Brooklyn, N. Y.*

"CHRISTMAS"

'Take out your calendars, men and women folks, and see what little time there remains before the joyful Christmas. Here the Christmas spirit is already asserting itself from basement to roof. Holiday stocks are being installed, our sales force is being augmented in anticipation of heavy holiday buying, and facilities have been increased throughout to meet all demands. Experience is the best teacher. Don't delay your holiday buying.—*H. Batterman, Brooklyn, N. Y.*

Never has the far-famed present store of the metropolis succeeded in displaying, so early in the season, such a magnificent array of goods suitable for gifts as will be shown the coming week. We have positively outdone ourselves.—*Higgins & Seiter, New York, N. Y.*

Christmas is coming, so is Santa Claus. Next Saturday will find him in his little red house at Loeser's. By wireless he sends another message from Newfoundland: Saw Peary's ship, the Roosevelt. Did not stop to go on board—too anxious to reach Loeser's by Saturday. Everything is ready for Santa Claus—the finest collection of playthings that even the Loeser store ever had to show, and the telephone in first rate working order for this year again. Children may telephone Santa Claus every night between 6 and 8 after December 1. And just a word in the ear of parents: Do the important Christmas choosing now, while all the playthings are at their freshest and stocks are full, and before the presence of Santa Claus brings throngs at all hours to the toy store. No toys anywhere like these at these prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We are ready for Christmas—are you? The experience of previous years endorses the advisability of early preparations and early buying—especially if the gift is to be garments to measure, etc. We are splendidly prepared. Our wonderful toyland is boundless in the assortment of Christmas presents for children of all ages, temperament and preference. It is as though a fairy story had come true—no description could correctly picture the astonishing variety and immensity of this great wonderland of toys, dolls, books and games. Mechanical inventions most extraordinary are here. The doll display is the largest and finest we have ever shown—a magnificent carnival of dolls of many nationalities, sizes and kinds that's making the eyes of hundreds of little girls stand wide open. There are books and games for old and

young, old favorites and those that make their bow this year. Every department in this big Christmas mart is in holiday array and filled with useful, appropriate gifts for every member of the family. For several weeks already we are very busy filling and reserving orders for throngs of merry holiday shoppers.—*Kaufman's, Trenton, N. J.*

We are preparing to make the store this year again the Christmas store, and, as the law of our progression demands, we have gone about making preparations in a more elaborate way than ever before. The store is already full of Christmas hints and in more ways than one people can advantageously start their Christmas planning now and call on this store right off to help—you'll find it ever ready.—*Bloomington's, New York.*

Only 23 buying days until Christmas and the last 15 of these will find the store inevitably crowded, leaving about 8 days for that leisurely selection which is so much desired by discriminating purchasers. A great many people are already taking advantage of this opportunity and Christmas buying is well begun. The present condition of our stocks afford a wide selection of gift articles suitable for the holidays.—*Columbus Dry Goods Co., Columbus, O.*

Will you want sleds or skates for the children at Christmas? If you do you would better make your selections now, while our stock is complete. We will put them aside for you if you wish it.

Shabby furniture mars the effect of the finest feast. Don't let your Christmas dinner be spoiled by retaining articles that are the worse for wear. You will be able to find furniture in our warehouses that will suit your rooms, your taste and your pocket. The styles are the very latest and the quality is guaranteed. Select what you require now in time to adorn your home for Christmas, and be happy in the knowledge that it will give perfect satisfaction at many future festivals.

The experience of everybody supports the wisdom of early shopping for Christmas. Our holiday lines of merchandise are now more complete than ever before at this date—and your friends to be remembered are known. The better selections and the more leisure possible now make early holiday buying a pleasure. Many people are already busy with their Christmas shopping lists. This store is much more conspicuously than ever before the recognized headquarters for Christmas goods.—*Marshall Field & Co., Chicago, Ill.*

"CHRISTMAS"

Made fresh every day. Pure, delicious chocolates and bon bons. Everything considered, it's but natural that Reeves' chocolates and bon bons have attained the reputation of being best among confections. Pure and delicious at all times. Seventy varieties made fresh every day of the finest materials.—*Reeves', Washington, D. C.*

Baby creams. For to-day (Saturday) we have a supply of our celebrated baby creams. You'll be surprised at the value you can get at 25 cents a pound. Assorted taffies and water ice for to-morrow (Sunday) in early. We deliver promptly.—*Trust's, Sacramento, Cal.*

There's a cherry in it like some other cocktails, but Fenway cocktails, the most delicious confection known, intoxicates only with delight. And why should they? They combine the choicest Maraschino cherries, purest, most delicious cream, richest, finest chocolate obtainable and the most expert workmanship. Exquisite is the word. Take home a box, 25 cents.—*Mitchell's Drug Store, Springfield, Ill.*

For a long time we refused to sell candy, on the ground that it was bad for people to eat so many sweets. Then we thought better—decided that if people must have candy they should have the purest that could be made.

Candy made in clean, well-lighted places.

Candy made of the best materials.

Candy sold for only a reasonable profit over the cost of making.

The Schipper & Block Confectionery Store is ready!—*Schipper & Block, Peoria, Ill.*

To have candies that ought to be rich, pure; and the plainer candies pure and good is the most important part of the candyman's work. But he has succeeded so well that our 30c candy looks like average 38c and 39c candy, and our 40c is as good as any you ever saw for 60c. This is the unbiased opinion of everybody who has seen them together and compared them.—*Partridge & Richardson, Philadelphia, Pa.*

The bottom layer of a box of Huyler's candies brings forth as many delicious morsels and surprises as the top layer. The goodness, freshness, and purity is the same all through.—*Huyler's, Brooklyn, N. Y.*

If you live within trading distance of Hartford you can have pure candies fresh from our Model Candy Kitchen. We say model candy kitchen because the materials, the work, and the place where the work is done are ideal in every respect. We produce only the

choicest goods in every line, and when you get such goods fresh from the factory you have a genuine treat.—*Newton, Robertson & Co., Hartford, Conn.*

A brand-new combination of delights that we're sure you'll like. Selected Pecan nuts, candied cherries—a layer of each hidden away in cubes of fresh cream candy that melts in your mouth.—*Wanamaker, New York, N. Y.*

Pure candy is good for the children and good for you. We want you to come in to-day and get acquainted with our "Sensation Licks." It is the name we have chosen for the popular kind of candy that is sold on a stick. Repeated demands for this piece from people who wanted to be sure of its purity has led us to put "Sensation Licks" on the market. True to our motto, "Not how cheap, but how good."—*Newton, Robertson & Co., Hartford, Conn.*

A summer candy. Because they are light and delicious, without being too rich, the Newport creams are favorite confections in the warm days. They are a dry, flaky cream that melts away in your mouth, flavored with orange, lemon, cinnamon, strawberry, pistachio, vanilla and chocolate; remains fresh for an indefinite time.—*Abraham & Straus, Brooklyn, N. Y.*

Try these candies. Fresh to-day and as tempting to the pocket as they are to the palate.—*Wanamaker, New York.*

Two new candies. New with us, although both of them are famous in the countries where they are made. Nougat provençal comes from Marseilles, and is the very finest of French nougat. We have it now to sell for the same price it costs in Paris. Small's maple chocolate creams are made in Canada and are much appreciated by those who want an absolutely pure maple candy. We have them now in airtight packages so that they will keep perfectly.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Here's a chance to send a box of fine, pure, toothsome and wholesome candy to your friend in the mountains or at the seashore, with the assurance that it will be appreciated, and at the same time pay much less than such excellent sweets would cost elsewhere.—*Abraham & Straus, Brooklyn, N. Y.*

Wanamaker Assorted Chocolates at 20c a pound are famous. In the first place, these chocolates are well made, and in the most delicious assortment. In the second place, they are made of absolutely pure ingredients which we can recommend.—*Wanamaker, New York.*

CANDY

We have everything in the way of fine candy for Christmas. We make our own goods and they are pure and fresh. A specialty made of fine mixed candy for the holidays. Package goods in fancy boxes, including Lowney's, at the lowest prices.—*Mellons & Co., Binghamton.*

Ever tried us on buying candies? If not, start to-day. You'll gain in quality without increasing the cost. Our policy when handling candies has always been to give our customers the best and purest goods that's possible for the money. We're satisfied with reasonable profits. Buy direct from the best makers in the country, which saves you all intermediate profits. As to assortment, we have increased our assortment and can safely say that there isn't one nearly its equal.—*Hills & Co., Hartford, Conn.*

We don't wish to be presumptuous, but you really don't know the delightful sensation of a *kiss* till you taste those Dixie Kisses.—*Veeder & Yelverton, Schenectady, N. Y.*

We make but one thing and we make that well—candy. You won't find anywhere a more tempting variety of novelties in the line of toothsome "goodies" than we can show you. You won't be quoted better prices—that's certain.—*The Ophilakos, Galveston, Tex.*

Candies! Candies! You should just see them! They're the first thing to greet you as you enter the store, and they're so tempting it's hard to pass them by. Always fresh. The reason it's so fresh we receive it direct from the candy kitchens. The reason it's so good is because of its pureness and made by the finest confectioners. All kinds; all prices.—*The Butterfly, Muncie, Ind.*

The lips you love are the lips that love sweet carnation chocolates. A fairy confection of creamy sweetness that melts within the tender caresses of the palate. Get a box. They're fine.—*Salt Lake Candy Co., Salt Lake City, Utah.*

The sweetest candy on earth.—Our candy, made by ourselves of pure sugar and the best of everything in materials is the best that can be produced.—*Newton, Robertson & Co., Hartford, Conn.*

Are you a judge? If you are a judge of a good, pure, fine tasting candy call here; we have lovely confections to please the most fastidious palate. Made every day and always fresh.—*The Fleur de Lis, Salem, Ore.*

Choice chocolates. The kind that carries joy to the "Summer Girl's" heart. Made of the purest materials and made with the intent of producing the best

confection possible. Rich—not sickish—delicately flavored and satisfying. Chocolates that haven't any equal for quality and toothsomeness anywhere at considerably higher prices than we ask. Take a box to the theater or on that outing trip.—*Geo. E. Sawyer, Portland, Me.*

Special candy to-day. "Special," because it comes post haste from the kitchen to the counter. It's here to-day with the bloom on it.—*Wanamaker's, Philadelphia, Pa.*

Good, pure candy is the most acceptable gift you can present to your lady friends. They will appreciate the kind we sell.—*U. N. Spake, Galesburg, Ill., Feb. 1, 1902.*

An order placed with us will convince you that we make the finest kind of frozen desserts.—*Hauff Ice Cream Co., New Haven, Conn.*

A maiden—rich—but seeming cold,
A young man—poor—but a crafty soul,
A "course" of Huyler's—tactfully sent;
He now collects her papa's rents.

In matters social, friendship, reciprocity or remembrance, there is nothing that equals that thoughtful gift, Huyler's candy.—*Herz Bros., Waco, Texas.*

Choice confections.—What is more blissful these days than a big hammock, a good book and a box of Jevne's good candies. If going away for over Sunday, take a box of Jevne's candies with you to nibble on. There aren't any better confections made—we don't know where you can get any so good. We'll pack them in any size box you wish. A box of these candies daintily packed makes a very acceptable gift.—*H. Jevne, Los Angeles, Cal.*

Saturday sweetmeats. A toothsome trio for to-morrow's enjoying.—*The Wanamaker Store, New York.*

Bon Ton chocolate chips, the most delicious of molasses chips, smothered in rich chocolate coats. See them in our window this week; buy a pound or two and enjoy their extra fine flavor.—*Fox & Adams, Bangor, Me.*

Anticipation. The thought of the good things that are to come—is almost equal to realization. As regards our candies, anticipate what you will as to sweetness and flavor and you will not be disappointed. Franklin's confectionery pleases ten times out of ten, and it's our pleasure to please you, no matter how small your purchase. An oyster sandwich with a cup of our delicious chocolate or perfection coffee makes a delightful lunch when down town shopping.—*Franklin's, Salt Lake City, Utah.*

CANDY

Comfortable confectionery.—Just as much difference between the seasonable and unseasonable candy, as there is between winter overcoats and duck trousers. Here are candies of the summer sort—ninety degree weather won't make them soft and sticky—for most of them come in waxed paper, tin boxes or glass bottles. And all are delicious to eat.—*Wanamaker's, New York.*

Are you a judge of chocolate coatings? If so, we invite you to make a comparison between ours and our competitors'. Not only is ours superior in flavor and smoothness, but it is the highest price coatings used in the Northwest. A comparison is all we ask to convince you.—*The Palm, Spokane, Wash.*

The candy department is one of the growing departments of our store. And the reason it grows so fast is because the candies are so good, so fresh, so pure. We only know how to make candies one way at our store—the best. We never get careless and let impurities or stale ingredients slip in. Just the very best candies that are made—that's the business of this candy store. That we succeed in doing it this way every piece of candy will testify.—*H. Jevne, Los Angeles, Cal.*

A box of Acker's 39c bonbons and chocolates. Put it in your trunk. We would suggest two boxes. Your friends will be delighted to receive one of them. Pack them on the top. They will be wanted early and often. When the supply runs out you can renew it by a postal order. We deliver free in many places—you may be near one of them. You will be sure of getting your candies always fresh and pure at Acker's. We pride ourselves upon that. As to quality and excellence of assortment, we challenge comparison with the finest 80c confections ever made.—*Finley, Acker & Co., Philadelphia.*

Toasted Marshmallows.—That sounds like a piquant dainty, and it is, sure enough. Pure vanilla marshmallows are rolled in toasted shredded cocoanut, and you'll never guess how delicious they are until you bite into them.—*Wanamaker's, New York.*

Wiley's pure and delicious candies are not the cheapest that are to be found. If cheapness is the only consideration, there are better places to buy; but if you want good candy, pure candy, such as you need not fear eating yourself, giving your friends or your children, we are sure of our ability to please you. Quality considered, our prices are reasonable, which is the true test of cheapness. Made

fresh every day, temptingly packed in beautiful boxes from half to five pounds.—*Wiley's, Atlanta, Ga.*

Nuts to crack for competitors in candy-making. Our dainty, pretty candies are envied by them all, but the results can not be attained by cheap materials, colors, flavors, etc., or so-called candy makers. We use only the pure, high grade materials and candy makers worthy of the name.—*The Palm, Spokane, Wash.*

Silver Moon Candy. As fine and fresh an assortment as you find in the city. Our extensive varieties of chocolate bonbons, etc., are of the highest grade, and cannot be surpassed in quality, and at the reasonable price.—*Oliver Finne Co., Little Rock, Ark.*

Candies at 20 cents a pound. Buying Wanamaker's candies below their regular prices is something like getting government bonds below par—in the admirable quality of the investment. A splendid chance, or rather two of them, for such investors to-day.—*Wanamaker's, New York.*

Candy everybody likes.—That's the reputation our candy has—everybody likes it. Why? Because it's so fresh, so fine, so delicious. We have the best candy maker we could find, and we give him only the finest and choicest materials to use in his candy making. Result is, every time you want candy, "You're safe at Jevne's."—*H. Jevne, Los Angeles.*

Clean and up-to-date are adjectives aptly applied to Peoria Candy Kitchen and Bakery. We stretch a point to avoid even an approach to anything contaminating, and patrons of this bakery may rest assured of the perfect cleanliness of every ounce of bread, cake and pie we bake.—*Peoria Candy Kitchen, Peoria, Ill.*

The glass that cheers and refreshes you on a warm day is our delicious ice cream soda. No question but what pure fruit flavors make a healthier drink than those made from acids and extracts—remember that when you want soda water. We manufacture all our flavors from the fresh fruits.—*Palm, Spokane, Wash.*

The finest candy.—It's as natural for Jevne to sell the best candy as it is for him to sell the best of all kinds of groceries. And what fine candy it is! Every piece a mouthful of deliciousness. Plain candies and fine French candies—every piece absolutely pure and perfectly fresh. Candy making is a great science. Our confectioner understands it. Buy any amount you want—but buy *Jevne's, Los Angeles, Cal.*

CANDY

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ICE CREAM

"Ah!" he said to her, over their ice cream, "it is very sweet, but not so sweet as you."

"It is soft," she returned promptly, "but not so soft as you."

"And it is cold," he concluded, "but not so cold as you."
—*Philadelphia Press.*

A couple of spoonfuls of our ice cream will convince you that it is a product of exceptional excellence. It is at once absolutely pure and of choicest flavor—delicious. Made from rich, wholesome cream and finest fresh fruit, and contains not an atom that is in the smallest degree deleterious. Quality never varies. 'Twill tickle the most fastidious palate. —*The Columbus Ice Cream Co., Columbus, O.*

Keep cool in warm weather.—Isn't it delightful to sit in comfort and partake of our delicious ice cream on a hot or sultry day? So soothing; so refreshing! We use nothing but the purest of cream and choicest of fruit flavors. Adhering strictly to this has attracted to us a discriminating patronage.

Strawberry and chocolate ice cream. We are serving strawberry and chocolate ice cream which we believe cannot be equaled anywhere, at least at the price we charge. Our strawberry is flavored with the very best native berries, carefully picked over and crushed by ourselves, the flavor they impart to our ice cream is delicate and delicious. 10 cents. Our chocolate is absolutely distinct from any chocolate ice cream made anywhere to-day. It is full, rich, perfect in flavor and is acknowledged by lovers of this flavor to be the best they ever tasted, from the Atlantic to the Pacific. 10 cents.—*The Two Cooper Drug Stores, Plymouth, Mass.*

Sundaes are delicious confections. Fruit syrup or ice cream. Probably you know them well. Who invented them is uncertain, but you can get the best at our fountain. If you have never tried one, you owe yourself a treat, and we envy you the new pleasure in store for you.—*Towne, Secombe & Allison, San Bernardino, Cal.*

Ice cream. Take a barrel home to the children. Pure ice cream is good for the children. It is refreshing, nourishing and healthful. They will enjoy it, too. Balduff's little barrels of ice

cream are filled with three flavors of ice cream. Made from pure, sweet cream received direct every morning from Balduff's private dairy station. It is highly flavored with pure flavors and packed in the little barrels so that they will keep hard for a long time on a hot day.—*Balduff, Omaha, Neb.*

Ice cream. There's such a difference in ice cream that anyone who has tasted Watson's always insists on getting it. That is why we are so careful to have all our ice cream right up to standard. Ask for Watson's. Your dealer should have it. Brick ice cream sold at all our stores.—*Watson's, Winnipeg, Can.*

Strawberry college ice as served at our fountain is most delicious. Fresh, ripe strawberries crushed and served with our "Cooper quality" ice cream make a combination both tempting and satisfying in the extreme. Everything served at our fountain is of the highest quality, prepared in the most painstaking manner, and guaranteed to please the palate or no money.—*The Cooper Drug Co., Plymouth, Mass.*

A good dessert diminishes the disappointment of a hurriedly prepared menu—it increases the enjoyment of the most elaborate dinner. Our ice cream makes a delicious dessert. It is pure, wholesome, and we take pride in maintaining quality unsurpassed in frozen dainties. Easy to get. Convenient to serve.—*The Palm, Spokane, Wash.*

We stand for purity of food standards, and give our hearty indorsement to all "pure food laws." Aside from richness of taste and delicacy of flavor, we desire to impress upon our customers the purity, wholesomeness, digestibility and healthfulness of our products. We know they are pure. Every ingredient is tested for its purity and nourishing quality. You just try one order and there will be no room for argument. Special prices for charitable purposes. —*Pure Food Ice Cream Mfg. Co., Jacksonville, Fla.*

ICE CREAM

Sharp break in prices.—*Meigs & Co., Bridgeport, Mass.*

Next to nothing prices.—*Goldenberg's, Washington, D. C.*

Surprise prices.—*The Palais Royal, Washington, D. C.*

Unexampled price-cheapness.—*John Murphy, Montreal, Can.*

Revisions in fur prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Prices to entice "you"—everybody.—*Walker Store, Salt Lake, Utah.*

Move out prices in the garment department.—*J. V. Spare, New Bedford.*

The price cutter has been in every department.—*Spring-Holzwarth Co., Alliance, O.*

Prices take a big tumble for to-night and to-morrow's selling.—*E. S. Brown Co., Fall River, Mass.*

A few prices that will interest you among other things.—*Chamberlain-Johnson-DuBose Co., Atlanta, Ga.*

Prices will do most of the talking to-day, and they will make an interesting speech.—*Julius Gutman & Co., Baltimore, Md.*

The price reducing axe is at work. Chips fly off fast and furious, making our profits smaller, yours bigger.—*Hahne & Co., Newark, N. J.*

Bang! Bang! Bang! To-morrow. A noise in prices that will be heard from one end of Cohoes to the other, and reach all of the adjoining towns.—*H. H. Butler, Cohoes, N. Y.*

"The proof of the pudding is in the eating," and the proof that this is the greatest sale of its kind ever inaugurated here is shown by the thousands who crowd the store at the present writing. Don't fail to lay in a supply for summer use, as it is doubtful whether we could ever buy such garments again, without paying more for them than what we are offering them to-day. "A word to the wise is sufficient," and we offer it now. Compare our values and prices with those of the biggest New York houses and note the saving.—*The Furst Co., Jersey City.*

Our prices talk.—*The R. J. Neal Co., Plattsville, Ont.*

Slices in prices.—*Bryant & Tucker, Binghamton, N. Y.*

It's cheaper at Miller's.—*Miller's Drug Store, Wilmington, Del.*

Trade-winning prices.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Merely nominal prices.—*E. S. Brown Company, Fall River, Mass.*

The price-bars are down—flat down.—*Saks & Co., Washington, D. C.*

Prices will be cut to pieces.—*D. E. Williams & Co., Youngstown, Ohio.*

Prices sure to attract your attention.—*The Buck Store, Lansing, Mich.*

Pruning prices on stylish suits.—*Sibley, Lindsay & Curr Co., Rochester.*

Now comes the after Christmas break in prices.—*McNaughton's Munice, Ill.*

Prices touch bottom in the great clearance.—*Hecht's Greater Store, Washington, D. C.*

Price lists fail to convey any idea of the superb values offered.—*Oehm's Acme Hall, Baltimore, Md.*

Linen prices much less.—Prick up your ears to this news: The best tidings of linens that have gone out from here in a long time.—*William Donaldson & Co., Minneapolis, Minn.*

We're knifing prices.—Our shop is not a storehouse—it's an exchange—changing clothing for cash. Embrace the opportunity to save money—by spending it—here.—*Oehm's Acme Hall, Baltimore, Md.*

The lowest of lowest prices.—This is the week when prices reach their very lowest level at this establishment, for it's practically the end of the winter selling season, and we make the most of the last opportunity to be rid of the season's remaining stock. Besides, it's just the week before we take inventory, and every department head does his best to have as little stock as possible. Thus, you see there's every reason for inducing you to buy now, even at the most unusual reductions. It's only for you to decide if you prefer to settle your bills in small amounts, for we'll gladly charge your purchases, and you may pay conveniently.—*O'Neill's, Baltimore.*

Sacrificing prices.—*Chapman & Co., Brooklyn, N. Y.*

Prices run like these.—*L. Lehman & Co., Trenton, N. J.*

Positive price reductions.—*Adams Dry Goods Co., New York.*

Up-to-date, down in price.—*C. C. Fuller Co., Hartford, Conn.*

Prices become half prices.—*The De-Wolf Store, New Bedford, Mass.*

Price reductions predominate.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Nothing mean or skimmed except the prices.—*Perlmutter's, Jersey City, N. J.*

Our prices "As Low as Any and Lower Than Many."—*Brannen & Anthony, Atlanta, Ga.*

PRICES



No. 273

"ANNA HELD"—THE CIGAR OF QUALITY

Everything that makes a smoke
ster, enters into the manufac-
re of "Anna Held" cigars.
e tobacco is selected in the
ed; planted, cultivated and har-
sted under the direction of ex-
rts—cured, sorted, mellowed,
aded, fermented and blended es-
cially for Anna Held cigar—
The product of the Ameri-
Cigar Company's exclusive
stem which insures absolute uni-
mity of quality and flavor in
e millions of them which are
de. You save nearly half the
rmer cost of a good cigar by
ying the "Anna Held," and
t an exquisite smoke.

s shows wording and illustrations,
does not suggest manner of display.

It tickles the palate—that's
at the ——— does. A rattling
od cigar for the money. As
od as any ten-center—better
in any five-center—and all :
sts is A NICKEL A TICKLE.



No. 81

YOUR FIRST SMOKE

may not have been very pleasant, but now, at your mature age, you can't help but enjoy your smoke, if you smoke a ——. The cigar with that fine Havana aroma that is worth so much more than we ask, is the ——, at

FIVE CENTS

This shows wording and illustrations, but does not suggest manner of display.

TELL US YOUR TROUBLES

If it's concerning cigars or tobacco, perhaps we can assist you. We'll take pleasure in trying to suit your taste, no matter how particular it may be. We've been in the cigar business more than thirty years, and can show you some goods and prices worth while. We keep cigars of class, for men of taste.

FIVE CENTS



No. 168

DON'T DO IT

Don't monkey with a bad cigar. Why smoke a cheap tobacco sandwich when for five cents you can get a ——, the cigar with that *Havana aroma* that pleases the palate and makes a most enjoyable smoke? That's the price,

FIVE CENTS

This shows wording and illustrations, but does not suggest manner of display.

BUY A GOOD ONE

You've been paying good money for a bad smoke, when you could just as well have had a —— CIGAR with that fine *aroma that tickles* the tongue and pleases the palate for only five cents. Throw that ill-smelling cigar away, and in the future smoke ——, and you'll never go back to the other. As I said before,

FIVE CENTS



No. 304

Something that cuts the thirst with a tingle, pleases the palate with surpassing flavor and comforts the weakest stomach.

Such is

— BEER

Made from the best hops, malt and barley that money can buy and brewed in a plant possessing every scientific device for the production of a pure, healthful beverage.

This shows wording and illustrations, but does not suggest manner of display.

Treat your palate these hot days by drinking

— BEER

Its purity and healthfulness are endorsed by leading chemists and physicians. Try a case of the brewery bottling at your home or at the shore and notice the improvement this beer speedily effects in your appetite, energy, strength and vigor. Watch how it brightens the spirits and gives freedom from indigestion, anaemia and debility.



No. 121

HAVE YOU TASTED OUR BEER?

If you wish to be healthy and happy drink

GOOD BEER

such as the — brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good, some beers are good, but don't taste good. — beer tastes good and is good—yet our price is not in excess of inferior makes.

This shows wording and illustrations, but does not suggest manner of display.

GOOD BEER A FRIEND!

Not a foe. Because the materials that enter into the manufacture of — Beer are absolutely pure. No "dopes" or drugs whatever. Laborers and many others subject to weak backs and kidney troubles will drink no

BEER

but —. They say it builds up the system, instead of injuring the kidneys. These facts plainly demonstrate the purity of our product.



No. 14

HEAR THE DOCTOR!

"So much alcohol is necessary for digestion. It helps food to assimilate, stimulates digestion and insures a healthy tone to the stomach."

BEER

contains 3 per cent.—no more, no less. The hops, barley and malt used in the making are the best money can buy.

The plant where it is brewed is equipped with every new, scientific device to produce a healthful, wholesome beverage.

This shows wording and illustrations, but does not suggest manner of display.

The drink for summer is — BOTTLED BEER

When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.



No. 353

SPEAKING OF BEVERAGES

Here's to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same beer. It's only mildly exhilarating, promotes cordiality and has no after-clap of insomnia, headaches, or nausea—provided, of course, you get a pure, unadulterated beer. — beer meets all the specifications enumerated above.

This shows wording and illustrations, but does not suggest manner of display.

HERE'S A SIGN OF GOOD CHEER

In the pure amber beer that gives vigor and pleasure and joy. A perfect brew. Unexcelled for table use and highly recommended for the weak and convalescent. Palatable, wholesome and nutritious, — beer is the standard of quality.

